

ESTTA Tracking number: **ESTTA619446**

Filing date: **08/04/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Mattel, Inc.
Granted to Date of previous extension	08/03/2014
Address	333 Continental Boulevard El Segundo, CA 90245 UNITED STATES

Attorney information	Michael Moore Mattel, Inc. 333 Continental Boulevard El Segundo, CA 90245 UNITED STATES bobby.ghajar@pillsburylaw.com, kelly.craven@pillsburylaw.com, marcus.peterson@pillsburylaw.com, docket_ip@pillsburylaw.com
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Applicant Information

Application No	85697824	Publication date	02/04/2014
Opposition Filing Date	08/04/2014	Opposition Period Ends	08/03/2014
Applicant	B.Pure LLC 937 N. Kingsbury Street Chicago, IL 60610 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 2010/01/23 First Use In Commerce: 2010/03/28
All goods and services in the class are opposed, namely: Physical fitness services, namely, providing exercise classes, physical conditioning instruction and programs combining intense cardiovascular workouts, total body toning, deep stretching and detoxification techniques

Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1041587	Application Date	05/12/1975
Registration Date	06/22/1976	Foreign Priority	NONE

		Date	
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1975/01/31 First Use In Commerce: 1975/01/31 TOILET SOAP, BUBBLE BATH, [BATH BEADS,] MOISTURIZING LOTION, COLOGNE AND HAIR SHAMPOO		

U.S. Registration No.	1775637	Application Date	03/25/1991
Registration Date	06/08/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1992/01/09 First Use In Commerce: 1992/01/09 cosmetics for use by little girls; namely, eyeshadow, lipstick, lip gloss, perfume, cologne, nail polish, blush, emery boards, and cosmetic sponges Class 021. First use: First Use: 1992/01/09 First Use In Commerce: 1992/01/09 powder puffs, and accessories therefor		

U.S. Registration No.	1795564	Application Date	03/25/1991
Registration Date	09/28/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 1992/01/01 First Use In Commerce: 1992/01/01 bandages for skin wounds		

U.S. Registration No.	3518164	Application Date	03/08/2005
Registration Date	10/14/2008	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/08/01 First Use In Commerce: 2008/08/01 MAGNETICALLY ENCODED DEBIT AND CREDIT CARDS		

U.S. Registration No.	772298	Application Date	10/28/1963
Registration Date	06/30/1964	Foreign Priority Date	NONE
Word Mark	BARBIE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 014. First use: First Use: 1963/04/03 First Use In Commerce: 1963/04/17 Time Pieces, Specifically Wrist Watches

U.S. Registration No.	1773571	Application Date	03/25/1991
Registration Date	05/25/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 1991/01/01 First Use In Commerce: 1991/01/01 jewelry; namely, earrings, bracelets, necklaces, charms		

U.S. Registration No.	1769285	Application Date	03/25/1991
Registration Date	05/04/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1992/01/09 First Use In Commerce: 1992/01/09 facial tissues and stickers for fingernails		

U.S. Registration No.	1946918	Application Date	02/15/1995
Registration Date	01/09/1996	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1995/02/01 First Use In Commerce: 1995/02/01 greeting cards		

U.S. Registration No.	768331	Application Date	08/30/1962
Registration Date	04/21/1964	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1960/10/16 First Use In Commerce: 1960/10/16 Doll Case, [Record Tote Case,] Trunk, and Wallet		

U.S. Registration No.	1795876	Application Date	03/25/1991
Registration Date	09/28/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1991/04/01 First Use In Commerce: 1991/04/01 purses and cosmetic cases		

U.S. Registration No.	813733	Application Date	01/28/1965
Registration Date	08/30/1966	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 1962/02/00 First Use In Commerce: 1962/02/00 INSULATING CONTAINERS, SPECIFICALLY, VACUUM BOTTLES FOR PRE-SERVING FOOD AND DRINKS		

U.S. Registration No.	816601	Application Date	02/04/1965
Registration Date	10/11/1966	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 1962/06/01 First Use In Commerce: 1962/06/01 HAND MIRRORS		

U.S. Registration No.	814091	Application Date	02/04/1965
Registration Date	08/30/1966	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1962/06/01 First Use In Commerce: 1962/06/01 VANITY SETS AND DRESSER SETS, COMPRISING MIRRORS, BRUSHES, COMBS, COMPACTS, AND LIPSTICK CASES, FOR USE BY CHILDREN		

U.S. Registration No.	817200	Application Date	02/04/1965
Registration Date	10/25/1966	Foreign Priority	NONE

		Date	
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1961/00/00 First Use In Commerce: 1961/00/00 PLASTIC WARE AND TEA SETS, SPECIFICALLY PLATES, SAUCERS, CUPS, POTS, PITCHERS, AND EATING UTENSILS FOR USE BY CHILDREN IN THE CONSUMPTION OF FOOD AND DRINK		

U.S. Registration No.	1000125	Application Date	04/22/1974
Registration Date	12/24/1974	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1972/03/08 First Use In Commerce: 1972/03/08 HALLOWEEN COSTUMES AND MASKS		

U.S. Registration No.	1693139	Application Date	07/23/1990
Registration Date	06/09/1992	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1963/12/31 First Use In Commerce: 1963/12/31 jackets, sweatshirts, T-shirts, jeans, skirts		

U.S. Registration No.	1754535	Application Date	07/23/1990
Registration Date	02/23/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1990/10/01 First Use In Commerce: 1990/10/01 dresses, shorts, T-shirts, blouses, skirts, pants, leggings, leggings with skirts attached		

U.S. Registration No.	2040801	Application Date	06/11/1996
Registration Date	02/25/1997	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1990/04/00 First Use In Commerce: 1990/04/00 shoes

U.S. Registration No.	689055	Application Date	07/02/1958
Registration Date	12/01/1959	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1958/05/09 First Use In Commerce: 1958/05/09 DOLL		

U.S. Registration No.	728811	Application Date	10/18/1960
Registration Date	03/20/1962	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1960/09/02 First Use In Commerce: 1960/09/02 Equipment Sold as a Unit for Playing a Board Type of Game		

U.S. Registration No.	741208	Application Date	10/18/1960
Registration Date	11/27/1962	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1960/09/02 First Use In Commerce: 1960/09/02 Accessories for Doll Clothes		

U.S. Registration No.	768397	Application Date	04/16/1963
Registration Date	04/21/1964	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1959/04/17 First Use In Commerce: 1959/04/17 Doll Clothes and Doll Accessories		

U.S. Registration	810106	Application Date	01/25/1965
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No.			
Registration Date	06/21/1966	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1961/04/01 First Use In Commerce: 1961/04/01 TOY FURNITURE SPECIFICALLY BED, WARDROBE, CHIFFOROB, VAN-ITY, AND CHEST		

U.S. Registration No.	1300766	Application Date	12/05/1983
Registration Date	10/16/1984	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1983/08/18 First Use In Commerce: 1983/08/18 Toy Vehicles		

U.S. Registration No.	1746477	Application Date	06/21/1990
Registration Date	01/12/1993	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1990/06/25 First Use In Commerce: 1990/06/25 playset; namely, doll furniture, doll furniture accessories, and food making accessories		

U.S. Registration No.	3287023	Application Date	10/24/2005
Registration Date	08/28/2007	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1960/00/00 First Use In Commerce: 1960/00/00 FULL LINE OF DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES		

U.S. Registration No.	2410087	Application Date	05/03/1999
Registration Date	12/05/2000	Foreign Priority Date	NONE
Word Mark	BARBIE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1991/00/00 First Use In Commerce: 1991/00/00 RETAIL STORE DEPARTMENTS FEATURING CONSUMERS PRODUCTS, NAMELY, CLOTHING, SPORTING GOODS, [COMPUTER SOFTWARE, STATIONERY,] KEY RINGS, [LUNCH BOXES, CHRISTMASORNAMENTS,] COLLECTIBLES, JEWELRY, [LINENS, TOWELS,] HOUSEWARES, GIFT ITEMS AND A FULL LINE OF TOYS

U.S. Registration No.	2588845	Application Date	12/18/1998
Registration Date	07/02/2002	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1998/11/00 First Use In Commerce: 1998/11/00 ENTERTAINMENT SERVICES, NAMELY, LIVE APPEARANCES BY A COSTUMED CHARACTER		

U.S. Registration No.	3456901	Application Date	07/18/2007
Registration Date	07/01/2008	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2007/03/00 First Use In Commerce: 2007/03/00 ENTERTAINMENT SERVICES, NAMELY, PROVIDING COMPUTER GAMES AND VIDEO GAMES THAT CAN BE ACCESSED AND PLAYED OVER INTERACTIVE TELEVISION, BROADBAND, SATELLITE AND CABLE TELEVISION NETWORKS		

U.S. Registration No.	2203306	Application Date	05/06/1997
Registration Date	11/10/1998	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1962/06/01 First Use In Commerce: 1962/06/01 hair brushes, hair combs and nail brushes Class 026. First use: First Use: 1991/11/26 First Use In Commerce: 1991/11/26 hair bands and hair ribbons		

U.S. Registration No.	2469935	Application Date	04/23/1997
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Registration Date	07/17/2001	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1994/05/00 First Use In Commerce: 1994/05/00 [electric switch plates, computer mouse pads,] radios, sunglasses; electric night lights, [bicycle lights]</p> <p>Class 011. First use: First Use: 2000/04/00 First Use In Commerce: 2000/04/00 electric night lights, [bicycle lights]</p> <p>Class 027. First use: First Use: 1997/00/00 First Use In Commerce: 1997/00/00 [plastic wall coverings,] vinyl wall coverings, [plastic bath mats] and wall paper</p>		

U.S. Registration No.	814995	Application Date	01/07/1965
Registration Date	09/13/1966	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class U037 (International Class 016, 026, 027). First use: First Use: 1962/01/00 First Use In Commerce: 1962/01/00 [SERIES OF BOOKS-NAMELY, AUTOGRAPH BOOKS, DIARIES, NOTE-BOOKS, AND SCRAPBOOKS]</p> <p>Class U038 (International Class 009, 016, 028). First use: First Use: 1962/01/00 First Use In Commerce: 1962/01/00 SERIES OF BOOKS AND PRINTED ARTICLES-NAMELY, [DICTIONARIES,] STORYBOOKS, COLORING BOOKS, ACTIVITY BOOKS, PAINTING BOOKS, NOVELTY AND TOY BOOKS, [PRINTED CUT-OUTS, PRINTED PUNCH-OUTS] AND PRINTED PUZZLES</p>		

U.S. Registration No.	2495195	Application Date	03/16/1995
Registration Date	10/09/2001	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1961/00/00 First Use In Commerce: 1961/00/00 [Prerecorded computer storytelling software] [; prerecorded audio and video musical, storytelling and/or game recordings in cassette form; screensaver programs; software featuring directories of toys, all for informational, educational and entertainment uses]</p> <p>Class 028. First use: First Use: 1996/09/00 First Use In Commerce: 1996/09/00 [Coin-operated arcade games,] prerecorded computer game cartridges, [cassettes,] [cards,] discs and programs for [informational, educational and] entertainment uses [; electronic hand-held games; computer game joysticks,] [adapters, connectors and controllers for use with prerecorded computer software,</p>		

	<p>audioand video cassettes, CD-ROM, game cartridges,] [game cassettes,] [game cardsand game discs, all for informational, educational and entertainment uses]</p> <p>Class 041. First use: First Use: 1996/09/00 First Use In Commerce: 1996/09/00</p> <p>Providing educational and entertainmentservices via a global computer network web site featuring stories, games, and directories for toys and games, intended for adults and children</p>
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U.S. Registration No.	2151953	Application Date	11/12/1996
Registration Date	04/21/1998	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1996/10/21 First Use In Commerce: 1996/10/21 on-line retail store services featuringtoys</p> <p>Class 042. First use: First Use: 1996/10/21 First Use In Commerce: 1996/10/21 providing information over a global comoputer network featuring games, stor-ies,directories for toys and games, toy collectibles, and chat sessions</p>		

U.S. Registration No.	2678386	Application Date	10/08/1997
Registration Date	01/21/2003	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use: First Use: 1998/06/00 First Use In Commerce: 1998/06/00 [TOILET SOAPS, BUBBLE BATHS, BATH BEADS, MOISTURIZING LOTIONS, COLOGNES, HAIR SHAMPOOS; COSMETICS FOR USE BY LITTLE GIRLS, NAMELY, EYE SHADOWS, LIPSTICKS, LIP GLOSSES, PERFUMES, CO-LOGNES, NAIL POLISHES, BLUSHES, EMERY BOARDS;] BATH GELS, [BABY POWDER,] BODY LOTIONS, HAIR CONDITIONERS, SKIN CREAMS, EYE MAKEUP, EYE PENCILS,[HAND CREAMS,] MAKEUP,[SKIN SOAPS,LIQUID SOAPS FOR HANDS, FACE AND BODY, SUN BLOCKS, EAU DE TOILETTE,] TOOTHPASTES, [COMPACTS CONTAINING MAKEUP, SCENTED BODY SPRAYS, SUN SCREENS, BODY GLITTERS,HAIR GELS]</p> <p>Class 006. First use: First Use: 1999/12/00 First Use In Commerce: 1999/12/00 METAL KEY RINGS [, METAL DECORATIVE BOXES, METAL PIGGY BANKS]</p> <p>Class 008. First use: First Use: 1995/03/00 First Use In Commerce: 1995/03/00 [SHOVELS, TABLEWARE NAMELY, KNIVES, FORKS AND SPOONS, SCIS-SORS]</p> <p>Class 009. First use: First Use: 2000/03/00 First Use In Commerce: 2000/03/00 [CALCULATORS, DISPOSABLE CAMERAS,] EYEGLASS CASES, RADIOS IN-CORPORATING CLOCKS,DECORATIVE MAGNETS, TELEPHONES, [ELECTRIC OUTLET COVERS,] HEADPHONES, BICYCLE HELMETS, [ELECTRIC SWITCH PLATES, RADIOS,SUNGLASSES, KALEIDOSCOPIES;] MUSICAL, AUDIO AND VIDEO SOUND RECORDINGS FEATURINGGAMES AND STORYTELLING; [AUDIO AND VIDEO CASSETTES,] [CD-ROMS TAPES</p>		

	<p>AND DISCS ALL FEATURING MUSIC, GAMES AND STORYTELLING;] [COMPUTER MOUSE,]COMPUTER MOUSE PADS, SCREENSAVER PRO- GRAMS, [COMPUTER GAMEJOYSTICKS,] VIDEO GAME CARTRIDGES, IN- TERACTIVE VIDEO GAME PROGRAMS, INTERACTIVEMULTIMEDIA COM- PUTER GAME PROGRAMS, COMPUTER GAME CARTRIDGES; [PRERECORDED COMPUTER STORYTELLING SOFTWARE, COMPUTER SOFTWARE, COMPUTER PROGRAMS AND CD-ROMS ALL FEATURING ACTIVITIES, EDUCATIONAL INFORMATION, STORIES, GAMES, AND THE LIKE FOR CHILDREN AND YOUNG ADULTS, AND FOR CREATING GRAPH- IC DESIGNS FOR CREATING PRINTEDMATERIALS SUCH AS GREETINGS CARDS, BANNERS, CALENDARS, AND THE LIKE, AND FOR DESIGNING FASHION CLOTHING FOR DOLLS FOR USE BY NON-PROFESSIONALS, CD-ROMS FEATURING DIRECTORIES OF DOLLS AND TOY RELATED COL- LECTIBLES FOR COLLECTORS]</p> <p>Class 011. First use: First Use: 1998/12/00 First Use In Commerce: 1998/12/00 [ELECTRIC LIGHTING FIXTURES,][HAND-HELD ELECTRIC HAIR DRYERS,] [ELECTRIC NIGHTLIGHTS,] [BICYCLE LIGHTS,] CEILING FANS[, LAMP SHADES, LAMPS] [, FLASHLIGHTS, BICYCLE REFLECTORS]</p> <p>Class 012. First use: First Use: 1999/12/00 First Use In Commerce: 1999/12/00 BICYCLES, BICYCLE BELLS, TRICYCLES [, WHEEL CHAIRS, AUTOMOBILE WINDSHIELD SUNSHADES]</p> <p>Class 014. First use: First Use: 2000/12/00 First Use In Commerce: 2000/12/00 CLOCKS, [ANKLE BRACELETS, BROOCHES,] [EAR CLIPS, TIE CLIPS,] COSTUME JEWELRY,RINGS BEING JEWELRY, [PINS BEING JEWELRY,] EARRINGS, BRACELETS, NECKLACES AND CHARMS, LOCKETS, WATCHES [, JEWELRY MAKING BEAD KITS COMPRISED OF BEADS,] [NEEDLES, CLASPS AND CORDING]</p> <p>Class 016. First use: First Use: 1993/03/00 First Use In Commerce: 1993/03/00 PHOTOGRAPH ALBUMS,[CARDBOARD PHOTOGRAPH BOXES, PAPER BOXES, DRAWER LINER PAPER,] NOTE CARDS, [AGENDA BOOKS; DAILY, DESK TOP AND PERSONAL PLANNERS;] PENCIL CASES, [ARTS AND CRAFTS PAINT KITS,] PAPER PARTY BAGS, [BOOK COVERS, BOOK ENDS, BOOK MARKS,] ADDRESS BOOKS, LOOSE LEAF BINDERS, [STATIONERY BOXES, PAINT BRUSHES,] CALENDARS, POST CARDS, [TRADING CARDS, TRIVIA CARDS, CHALK,] PAPER TABLE CLOTHS,COMPOSITION BOOKS, CONFETTI, [CRAFT PAPER,] CRAYONS, CREPE PAPER,[DECALS,] PAPER PARTY DECORATIONS, [DESK SETS,] ERASERS, SERIES OF FICTION BOOKS, GIFT CARDS,GIFT WRAPPING PAPER, MARKERS, PAPER NAP- KINS, NOTE PADS, [PAINTING SETS,] PAPER PARTY HATS, PEN AND PEN- CIL HOLDERS, PENCIL SHARPENERS, DECORATIVE PENCIL TOP ORNA- MENTS, PENCILS, PENS, PLAYING CARDS, POSTERS, BOOKS IN THE FIELD OF COLLECTIBLES, NAMELY, DOLLS, DOLL CLOTHING AND DOL- LACCESSORIES, DRAWING RULERS, RUBBER STAMPS, STAMP PADS,[STATIONERY,] STICKERS,STICKER BOOKS, FOLDERS, LUNCH BAGS, PA- PER GIFT BAGS, [PLASTIC PLACE MATS,] PRINTED INVITATIONS, PER- SONAL JOURNALS,[TALKING CHILDREN'S BOOKS,] TEMPORARY TAT- TOOS, [TRADING CARD MILK BOTTLE CAPS,] WRITING INSTRUMENTS,[BOOKS OF GAMES,] PAPERBANNERS, [COASTERS MADE OF PAPER,] MEMOPADS, [GREETING CARDS, FACIAL TISSUES AND STICKERS FOR FINGERNAILS; AUTOGRAPH BOOKS, DIARIES, NOTEBOOKS, AND SCRAP- BOOKS, COLORING BOOKS, ACTIVITY BOOKS,] MAGAZINES FOR TEEN- AGERS AND CHILDREN</p> <p>Class 018. First use: First Use: 2000/12/00 First Use In Commerce: 2000/12/00 BACKPACKS, BEACH BAGS, GYM BAGS, OVERNIGHT BAGS, COIN PURSES, DUFFEL BAGS, HANDBAGS, KEY CASES, LUGGAGE, SUIT- CASES, UMBRELLAS, [FANNY PACKS, WAIST PACKS,] LIPSTICK HOLD- ERS; [PURSES, COSMETIC CASES SOLD EMPTY,] LUGGAGE TRUNKS,</p>
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	<p>WALLETS [, HAT BOXES] [, TRAIN CASES]</p> <p>Class 020. First use: First Use: 2000/08/00 First Use In Commerce: 2000/08/00 SLEEPING BAGS, PLASTIC CAKE DECORATIONS,[TOY CHESTS,] [BED FRAMES,] PICTURE FRAMES,[DECORATIVE GLITTER,] JEWELRY BOXES NOT OF METAL, [DECORATIVE MOBILES,] PILLOWS,[DESKS, BEDROOM FURNITURE, SNOW GLOBES,] NON-METAL KEY RINGS [, HAND MIRRORS]</p> <p>Class 021. First use: First Use: 1995/06/00 First Use In Commerce: 1995/06/00 PLATES, CUPS AND BOWLS MADE OF MELAMINE,[NON-METAL PIGGY BANKS,]WASTEPAPER BASKETS, BOWLS, LUNCH BOXES, [COSMETIC BRUSHES, SUN CATCHERS, COOKIE CUTTERS,] PAPER CUPS, DECORATIVE PLATES, PORCELAIN FIGURINES, PAPER PLATES, PLASTIC CUPS, [COMMEMORATIVE PLATES,] [VACUUM BOTTLES, VASES,] [WIND CHIMES,] [COOKIE JARS,] THERMAL INSULATED TOTE BAGS AND CONTAINERS FOR FOOD OR BEVERAGES, TOOTHBRUSHES, CAKEMOLDS, [TOOTHBRUSH HOLDERS,][WATERING CANS,] [BASINS, PAILS, COASTERS NOT OF PAPER AND NOT BEING OF TABLE LINEN, SOAP DISHES, SOAP DISPENSERS,] DRINKING GLASSES, MUGS, [TEA SETS FEATURING PLATES, SAUCERS, CUPS, POTS AND PITCHERS; VANITY SETS AND DRESSES SETS, COMPRISING MIRRORS, BRUSHES, COMBS, EMPTY COMPACTS AND LIPSTICK CASES FOR USE BY CHILDREN, SOLD ASA UNIT; POWDER PUFFS; COSMETIC SPONGES FOR USE IN APPLYING OR REMOVING MAKEUP; HAIR BRUSHES, HAIR COMBS, NAIL BRUSHES, NON-METAL DECORATIVE BOXES, FITTED PICNIC BASKETS]</p> <p>Class 024. First use: First Use: 1998/03/00 First Use In Commerce: 1998/03/00 [CLOTH BANNERS, FABRIC BATH MATS,] BATHLINEN, BED LINEN, BED SHEETS, BED SPREADS, BED BLANKETS,[BED CANOPIES,] PILLOWCASES,[CLOTH FLAGS,] WASH CLOTHS,[TABLE CLOTHS NOT OF PAPER,] COMFORTERS, [DUVET COVERS, CRIB BUMPERS, CRIB SHEETS,] CURTAINS,[DRAPERIES,] DUST RUFFLES, PILLOW SHAMS, [TEXTILE AND LINEN PLACE MATS, QUILTS,] BATH TOWELS, BEACH TOWELS,[KITCHEN TOWELS, TEXTILE WALL HANGINGS, SHOWER CURTAINS, SWAGS, FABRIC VALANCES]</p> <p>Class 025. First use: First Use: 1988/06/00 First Use In Commerce: 1988/06/00 BATHING SUITS, BATHROBES, BEACH COVER-UPS, BELTS, [BERETS,] BOOTS, CARDIGANS, COATS, RAIN COATS, GLOVES, NIGHT GOWNS, HATS, HEAD BANDS, HEADWEAR, [HOSIERY,] [JUMPERS,] [KNEE HIGHS,] LEOTARDS, MITTENS, [NECKTIES,] NIGHT SHIRTS, OVERALLS, PAJAMAS, PANTIES, [PANTYHOSE,] SANDALS, SCARVES, SHIRTS, SLIPPERS, [SLIPS,] SOCKS, [STOCKINGS,] [SUSPENDERS,] SWEATERS,TANK TOPS, THERMAL UNDERWEAR, TIGHTS, TURTLENECKS, UNDERWEAR, VESTS, CAPS, SKORTS, [BLANKET SLEEPERS,] MITTEN CLIPS, EARMUFFS, SWIMSUITS, SWIMSUIT COVERS,[JACKETS, SWEATSHIRTS, T-SHIRTS, JEANS, SKIRTS,] HALLOWEEN COSTUMES AND MASKS; DRESSES, SHORTS, T-SHIRTS, BLOUSES, SKIRTS,[PANTS, LEGGINGS WITH SKIRT ATTACHED; SHOES]</p> <p>Class 026. First use: First Use: 2000/12/00 First Use In Commerce: 2000/12/00 BARRETTES, HAIR BOWS, [BOWS FOR GIFT WRAPPING, TEA COSIES, HOUSEHOLD APPLIANCE COVERS,] ELASTIC RIBBONS, [FABRIC APPLIQUES,] PONYTAIL HOLDERS, SHOE LACES, ORNAMENTAL NOVELTY PINS AND BUTTONS, [HAIR BANDS AND HAIR RIBBONS]</p> <p>Class 027. First use: First Use: 1998/06/00 First Use In Commerce: 1998/06/00 RUGS [, DOOR MATS, FLOOR MATS FOR VEHICLES,] PLASTIC WALL COVERINGS [, VINYL WALL COVERINGS, BATH MATS AND WALL PAPER]</p> <p>Class 028. First use: First Use: 1998/12/00 First Use In Commerce: 1998/12/00 ACTION FIGURES AND ACCESSORIES THEREFOR, STUFFED TOY ANIMALS, TOY AIRPLANES, BALLOONS, TOY BAKEWARE AND COOKWARE,</p>
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	<p>SPORTBALLS, TOY BANKS, BATH TOYS, [BEAN BAGS, TOY BUILDING BLOCKS,] PLAY WANDS, MUSIC BOX TOYS, BUBBLE MAKING WAND AND SOLUTION SETS, CARD GAMES, CHRISTMAS TREE ORNAMENTS,[CHRISTMAS TREE SKIRTS,] CHILDREN'S PLAY COSMETICS, PARTY FAVORS IN THE NATURE OF CRACKERS OR NOISEMAKERS, [TOY MOBILES, FLYING DISCS,] PORCELAIN DOLLS,PAPER DOLLS, PARTY FAVORS IN THE NATUREOF SMALL TOYS, ICE SKATES, JIGSAW PUZZLES, JUMP ROPES,[KITES,] MUSICAL TOYS, PLAY SWIMMING POOLS, PLUSH TOYS, [PUPPETS,] RIDE-ON TOYS, MANIPULATIVE PUZZLES, ROLLER SKATES, WATER-SQUIRTING TOYS, YO-YOS, [FOOTBAGS USED IN A KICKING GAME, ADULT AND CHILDREN PARTY GAMES, CHRISTMAS STOCKINGS,] COLLECTIBLE TOY FIGURES, DOLL HOUSES, DRAWING TOYS, IN-LINE SKATES, PLAY TENTS, PLAY HOUSES, RADIO CONTROLLED TOY VEHICLES, [SAND TOYS, SAND BOX TOYS,] TALKING TOYS; [SLIDE PUZZLES, PADDLEBALL GAMES,] SWIM GOGGLES, SWIM VESTS FOR FLOATATION FOR RECREATIONAL USE, DOLLS; PLAYSETS, NAMELY, DOLL FURNITURE, DOLL FURNITURE ACCESSORIES, TOY FOOD MAKINGACCESSORIES, NAMELY, BOWLS, SPOONS, BLENDERS, OVENS, MIXERS AND THE LIKE; DOLL CLOTHES AND DOLL ACCESSORIES; BOARD GAMES; ACCESSORIES FOR DOLL CLOTHES, TOY FURNITURE, SPECIFICALLY BEDS, WARDROBES, [CHIFFOROBES,] VANITIES AND CHESTS; DOLL CASES; TOY VEHICLES; [OUTDOOR PLAY EQUIPMENT, NAMELY, PLAY SLIDES AND SWINGS, SAND SANDBOXES,] [COIN-OPERATED ARCADE GAMES,] ELECTRONIC HAND-HELD GAMES [, PLASTIC TOY HOOPS, PINWHEELS]</p> <p>Class 030. First use: First Use: 1995/12/00 First Use In Commerce: 1995/12/00 EDIBLE CAKE DECORATIONS, CANDY, [BREAKFAST CEREALS,] [CHEWING GUM,] COOKIES, [MACARONI AND CHEESE, BAKERY GOODS,] CHOCOLATE CANDY</p>
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U.S. Registration No.	3581254	Application Date	07/31/2007
Registration Date	02/24/2009	Foreign Priority Date	NONE
Word Mark	BARBIE & THE DIAMOND CASTLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 028. First use: First Use: 2008/04/24 First Use In Commerce: 2008/04/24 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING, AND DOLL ACCESSORIES,DOLL PLAY SETS, TOY FIGURES, PLUSH TOYS, TOY VEHICLES, AND ACCESSORIES FOR ALL OF THE FOREGOING; HAND-HELD UNITS FOR PLAYING ELECTRONIC GAMES; CARD GAMES, BOARD GAMES; JIGSAW PUZZLES</p>		

U.S. Registration No.	2087842	Application Date	10/09/1996
Registration Date	08/12/1997	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1995/04/20 First Use In Commerce: 1995/04/20		

	doll, doll clothing and doll accessories		
U.S. Registration No.	3737763	Application Date	07/11/2008
Registration Date	01/12/2010	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	The mark consists of the wording "Barbie" in stylized letters.		
Goods/Services	Class 028. First use: First Use: 2009/11/09 First Use In Commerce: 2009/11/09 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, DOLL PLAYSETS, TOY FIGURES, TOY FIGURE PLAYSETS, PLUSH TOYS, TOY VEHICLES, TOY ANIMALS, DOLL HAIR STYLING HEADS, AND ACCESSORIES FOR ALL OF THE FOREGOING; PUZZLES, BOARD GAMES, CARD GAMES		
U.S. Registration No.	2639971	Application Date	07/09/1998
Registration Date	10/22/2002	Foreign Priority Date	NONE
Word Mark	BARBIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 025. First use: First Use: 2002/05/12 First Use In Commerce: 2002/05/12 [after ski boots, anoraks, athletic uniforms, bandannas, jackets, sweat-shirts,sweat pants,] T-shirts [, jeans, skirts, Halloween costumes and masks; dresses, shorts, blouses, pants, leggings with skirt attached; shoes, bathing suits, bathrobes, beach cover-ups, belts, berets,boots, cardigans, coats, rain coats, gloves, night gowns, hats, head bands, headwear, hosiery, jumpers, knee highs, leotards, mittens, neckties, night shirts, overalls, pajamas, panties, pantyhose, sandals, scarves, shirts, slippers, slips, socks, stockings, suspenders, sweaters, tank tops, thermal underwear, tights, turtlenecks, underwear, vests, caps, skorts, blanket sleepers, earmuffs, swimsuits, swimsuit cover ups]</p> <p>Class 028. First use: First Use: 2000/07/13 First Use In Commerce: 2000/07/13 dolls, doll clothing, doll accessories [, doll houses and doll furniture, boardgames, card games, role playing games, children's play cosmetics, swim masks, elbow, wrist and knee pads for athletic use, swim fins, hand held units for playing electronic games, swim goggles, jump ropes, inflatable swimming pools, ride-on toys, ice skates, roller skates, inline skates, yo-yos, flying discs, balloons, plastic balls, beach balls, toys candydispensers, card games, cases for play accessories, toy vehicles, high bounce balls, kites, costume masks, jigsaw puzzles, remote controlled vehicles, three-dimensional puzzles, toy banks, plush toys, Christmas tree ornaments, water squirting toys, craft kits comprised of beads,toy jewelry making kits, swimming aids,namely, pool rings and arm floats for recreational use, toy snow globes, and toy toiletry sets]</p>		
U.S. Registration No.	2150392	Application Date	11/12/1996
Registration Date	04/14/1998	Foreign Priority Date	NONE
Word Mark	BARBIE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1996/10/21 First Use In Commerce: 1996/10/21 online retail store services featuring toys Class 042. First use: First Use: 1996/10/21 First Use In Commerce: 1996/10/21 providing information about dolls and collectibles via computer

U.S. Registration No.	3625913	Application Date	07/02/2008
Registration Date	05/26/2009	Foreign Priority Date	NONE
Word Mark	BARBIE AND THE ROCKERS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2008/11/21 First Use In Commerce: 2008/11/21 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES		

U.S. Registration No.	3568688	Application Date	08/10/2006
Registration Date	01/27/2009	Foreign Priority Date	NONE
Word Mark	BARBIE AS THE ISLAND PRINCESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/12/09 First Use In Commerce: 2008/12/09 ELECTRONICS, NAMELY, VIDEO GAME CARTRIDGES AND INTERACTIVE VIDEO GAME PROGRAMS Class 028. First use: First Use: 2007/04/05 First Use In Commerce: 2007/04/05 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING, AND DOLL ACCESSORIES; TOY FIGURES; PLUSH TOYS		

U.S. Registration No.	3887194	Application Date	04/22/2009
Registration Date	12/07/2010	Foreign Priority Date	NONE
Word Mark	BARBIE BASICS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2009/09/29 First Use In Commerce: 2009/09/29 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES		

U.S. Registration No.	3890554	Application Date	06/03/2008
Registration Date	12/14/2010	Foreign Priority	NONE

		Date	
Word Mark	BARBIE CHANNEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 2008/09/30 First Use In Commerce: 2008/09/30 CABLE TELEVISION BROADCASTING SERVICES FEATURING PROGRAMMING FOR CHILDREN		

U.S. Registration No.	3083593	Application Date	03/12/2004
Registration Date	04/18/2006	Foreign Priority Date	NONE
Word Mark	BARBIE COLLECTOR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, MOLDED PLASTIC TOY FIGURINES, [WATER GLOBES, ARTIFICIAL CHRISTMAS TREES,] CHRISTMAS TREE ORNAMENTS Class 041. First use: First Use: 2004/05/17 First Use In Commerce: 2004/05/17 PROVIDING EDUCATIONAL AND ENTERTAINMENT SERVICES VIA A GLOBAL COMPUTER NETWORK WEB SITE FEATURING [GAMES,] PRODUCT TRIVIA, [ACTIVITIES] AND PRODUCT INFORMATION INTENDED FOR CONSUMERS OF ALL AGES		

U.S. Registration No.	4272482	Application Date	10/13/2008
Registration Date	01/08/2013	Foreign Priority Date	NONE
Word Mark	BARBIE ENTERTAINMENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2011/12/31 First Use In Commerce: 2011/12/31 PRE-RECORDED MEDIA, NAMELY, DVDS FEATURING ENTERTAINMENT FOR CHILDREN AND TEENS Class 041. First use: First Use: 2011/12/31 First Use In Commerce: 2011/12/31 ENTERTAINMENT SERVICES, NAMELY, THE PRODUCTION AND DISTRIBUTION OF MOTION PICTURE FILMS AND TELEVISION PROGRAMS		

U.S. Registration No.	4151281	Application Date	03/07/2011
Registration Date	05/29/2012	Foreign Priority Date	NONE
Word Mark	BARBIE FAIRY SECRET		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 009. First use: First Use: 2011/05/04 First Use In Commerce: 2011/05/04 VIDEO GAME SOFTWARE AND VIDEO GAME APPLICATION SOFTWARE FOR MOBILE DEVICES AND TABLET COMPUTERS		
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U.S. Registration No.	3552794	Application Date	11/05/2007
Registration Date	12/30/2008	Foreign Priority Date	NONE
Word Mark	BARBIE GIRLS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2007/09/11 First Use In Commerce: 2007/09/11 ELECTRONICS, NAMELY, COMPUTER GAME SOFTWARE, COMPUTER HARDWARE, MP3 PLAYERS		

U.S. Registration No.	3649334	Application Date	11/05/2007
Registration Date	07/07/2009	Foreign Priority Date	NONE
Word Mark	BARBIE GIRLS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/04/30 First Use In Commerce: 2007/04/30 HOSTING AN ONLINE COMMUNITY WEBSITE FEATURING GAMES		

Attachments	74151036#TMSN.png(bytes) 78583146#TMSN.png(bytes) 74150902#TMSN.png(bytes) 74080723#TMSN.png(bytes) 78739456#TMSN.png(bytes) 75696390#TMSN.png(bytes) 77232652#TMSN.png(bytes) 77242745#TMSN.png(bytes) 75179870#TMSN.png(bytes) 77520265#TMSN.png(bytes) 75516465#TMSN.png(bytes) 75196987#TMSN.png(bytes) 77513758#TMSN.png(bytes) 78949759#TMSN.png(bytes) 77719921#TMSN.png(bytes) 77490075#TMSN.png(bytes) 78383441#TMSN.png(bytes) 77591757#TMSN.png(bytes) 85259518#TMSN.png(bytes) 77322037#TMSN.png(bytes) 77322035#TMSN.png(bytes) BARRE BEE FIT Notice of Opposition.pdf(582237 bytes) BARRE BEE FIT Opposition Exhibit A.pdf(5253262 bytes) BARRE BEE FIT Opposition Exhibit A-2.pdf(3155836 bytes) BARRE BEE FIT Opposition Exhibit B.pdf(2373379 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Kelly Craven/
Name	Kelly Craven
Date	08/04/2014

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Application:

Serial No. : 85697824
Applicant : B.Pure LLC DBA Barre Bee Fit LLC
Filed : August 8, 2012
Mark : BARRE BEE FIT

MATTEL, INC.

Opposer,

v.

B.Pure LLC DBA Barre Bee Fit LLC

Applicant

Opposition No. _____

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

NOTICE OF OPPOSITION

Opposer, Mattel, Inc. (“Mattel”), a corporation existing under the laws of the state of Delaware and having an address of 333 Continental Blvd., El Segundo, CA 90245, believing it will be damaged by registration of BARRE BEE FIT as a trademark in International Class 41 for “Physical fitness services, namely, providing exercise classes, physical conditioning instruction and programs combining intense cardiovascular workouts, total body toning, deep stretching and detoxification techniques” and hereby opposes that application.

As grounds for opposition, Mattel alleges the following, with all allegations regarding the acts of Applicant, B.Pure LLC (“Applicant”), made on information and belief:

1. Applicant seeks to register BARRE BEE FIT as a trademark in International Class 41 for “Physical fitness services, namely, providing exercise classes, physical conditioning instruction and programs combining intense cardiovascular workouts, total body toning, deep stretching and detoxification techniques.”
2. Applicant filed Application Serial No. 85697824 on August 8, 2012 based on actual use of the mark on the above-referenced services.
3. Opposer, Mattel, first used the designation “BARBIE” as a trademark in commerce in connection with “dolls” in May 1958, and has since then used the BARBIE® mark and various formatives thereof as a trademark for a broad range of goods and services (collectively, the “BARBIE® Marks”).
4. From the start, Mattel’s BARBIE® brand products achieved commercial success. During the first year, approximately 300,000 BARBIE® dolls were sold. Since then, Mattel has introduced several thousand different BARBIE® items and has sold more than two *billion* BARBIE® dolls and BARBIE®-branded accessories.
5. Mattel owns all trademark rights and all other rights associated with the dolls and other goods and services offered under the family of BARBIE® Marks.

6. Mattel has vigorously protected its BARBIE® Marks over the years, including by securing numerous federal trademark registrations in a wide variety of classes.

Registrations covering the Mattel BARBIE® Marks include the following:

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
BARBIE	1041587	22-JUN-1976	Renewed (Registered)	3	INT. CL. 3 TOILET SOAP, BUBBLE BATH, MOISTURIZING LOTION, COLOGNE AND HAIR SHAMPOO
BARBIE	1775637	08-JUN-1993	Renewed (Registered)	3	INT. CL. 3 COSMETICS FOR USE BY LITTLE GIRLS; NAMELY, EYESHADOW, LIPSTICK, LIP GLOSS, PERFUME, COLOGNE, NAIL POLISH, BLUSH, EMERY BOARDS, AND COSMETIC SPONGES
BARBIE	1795564	28-SEP-1993	Renewed (Registered)	5	INT. CL. 5 BANDAGES FOR SKIN WOUNDS
BARBIE	3518164	14-OCT-2008	Registered	9	INT. CL. 9 MAGNETICALLY ENCODED DEBIT AND CREDIT CARDS
BARBIE	0772298	30-JUN-1964	Renewed (Registered)	14	INT. CL. 14 TIME PIECES, SPECIFICALLY WRIST WATCHES
BARBIE	1773571	25-MAY-1993	Renewed (Registered)	14	INT. CL. 14 JEWELRY; NAMELY, EARRINGS, BRACELETS, NECKLACES, CHARMS
BARBIE	1769285	04-MAY-1993	Renewed (Registered)	16	INT. CL. 16 FACIAL TISSUES AND STICKERS FOR FINGERNAILS
BARBIE	1946918	09-JAN-1996	Renewed (Registered)	16	INT. CL. 16 GREETING CARDS
BARBIE	0768331	21-APR-1964	Renewed	18	INT. CL. 18 DOLL CASE, TRUNK, AND

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
			(Registered)		WALLET
BARBIE	1795876	28-SEP-1993	Renewed (Registered)	18	INT. CL. 18 PURSES AND COSMETIC CASES
BARBIE	0813733	30-AUG-1966	Renewed (Registered)	20	INT. CL. 20 INSULATING CONTAINERS, SPECIFICALLY, VACUUM BOTTLES FOR PRESERVING FOOD AND DRINKS
BARBIE	0816601	11-OCT-1966	Renewed (Registered)	20	INT. CL. 20 HAND MIRRORS
BARBIE	0814091	30-AUG-1966	Renewed (Registered)	21	INT. CL. 21 VANITY SETS AND DRESSER SETS, COMPRISING MIRRORS, BRUSHES, COMBS, COMPACTS, AND LIPSTICK CASES, FOR USE BY CHILDREN
BARBIE	0817200	25-OCT-1966	Renewed (Registered)	21	INT. CL. 21 PLASTIC WARE AND TEA SETS, SPECIFICALLY PLATES, SAUCERS, CUPS, POTS, PITCHERS, AND EATING UTENSILS FOR USE BY CHILDREN IN THE CONSUMPTION OF FOOD AND DRINK
BARBIE	1000125	24-DEC-1974	Renewed (Registered)	25	INT. CL. 25 HALLOWEEN COSTUMES AND MASKS
BARBIE	1693139	09-JUN-1992	Renewed (Registered)	25	INT. CL. 25 JACKETS, SWEATSHIRTS, T-SHIRTS, JEANS, SKIRTS
BARBIE	1754535	23-FEB-1993	Renewed (Registered)	25	INT. CL. 25 DRESSES, SHORTS, T-SHIRTS, BLOUSES, SKIRTS, PANTS, LEGGINGS, LEGGINGS WITH SKIRTS ATTACHED
BARBIE	2040801	25-FEB-1997	Renewed (Registered)	25	INT. CL. 25 SHOES
BARBIE	0689055	01-DEC-1959	Renewed (Registered)	28	INT. CL. 28 DOLL
BARBIE	0728811	20-MAR-1962	Renewed (Registered)	28	INT. CL. 28 EQUIPMENT SOLD AS A UNIT FOR PLAYING A BOARD TYPE OF GAME
BARBIE	0741208	27-NOV-1962	Renewed (Registered)	28	INT. CL. 28 ACCESSORIES FOR DOLL CLOTHES
BARBIE	0768397	21-APR-1964	Renewed (Registered)	28	INT. CL. 28 DOLL CLOTHES AND DOLL ACCESSORIES
BARBIE	0810106	21-JUN-1966	Renewed (Registered)	28	INT. CL. 28 TOY FURNITURE SPECIFICALLY BED, WARDROBE, CHIFFORBE, VANITY, AND CHEST
BARBIE	1300766	16-OCT-1984	Renewed (Registered)	28	INT. CL. 28 TOY VEHICLES
BARBIE	1746477	12-JAN-1993	Renewed (Registered)	28	INT. CL. 28 PLAYSET; NAMELY, DOLL FURNITURE, DOLL FURNITURE ACCESSORIES, AND FOOD MAKING ACCESSORIES
BARBIE	3287023	28-AUG-2007	Registered	28	INT. CL. 28 FULL LINE OF DOLLS, DOLL

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					CLOTHING AND DOLL ACCESSORIES
BARBIE	2410087	05-DEC-2000	Renewed (Registered)	35	INT. CL. 35 RETAIL STORE DEPARTMENTS FEATURING CONSUMERS PRODUCTS, NAMELY, CLOTHING, SPORTING GOODS, KEY RINGS, COLLECTIBLES, JEWELRY, HOUSEWARES, GIFT ITEMS AND A FULL LINE OF TOYS
BARBIE	2588845	02-JUL-2002	Renewed (Registered)	41	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, LIVE APPEARANCES BY A COSTUMED CHARACTER
BARBIE	3456901	01-JUL-2008	Registered	41	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, PROVIDING COMPUTER GAMES AND VIDEO GAMES THAT CAN BE ACCESSED AND PLAYED OVER INTERACTIVE TELEVISION, BROADBAND, SATELLITE AND CABLE TELEVISION NETWORKS
BARBIE	2203306	10-NOV-1998	Renewed (Registered)	21 26	INT. CL. 21 HAIR BRUSHES, HAIR COMBS AND NAIL BRUSHES INT. CL. 26 HAIR BANDS AND HAIR RIBBONS
BARBIE	2469935	17-JUL-2001	Renewed (Registered)	9 11 27	INT. CL. 9 RADIOS, SUNGLASSES; ELECTRIC NIGHT LIGHTS, INT. CL. 11 ELECTRIC NIGHT LIGHTS INT. CL. 27 VINYL WALL COVERINGS, AND WALL PAPER
BARBIE	0814995	13-SEP-1966	Renewed (Registered)	9 16 28	INT. CL. 9, 16, 28 SERIES OF BOOKS AND PRINTED ARTICLES-NAMELY, STORYBOOKS, COLORING BOOKS, ACTIVITY BOOKS, PAINTING BOOKS, NOVELTY AND TOY BOOKS, AND PRINTED PUZZLES
BARBIE	2495195	09-OCT-2001	Renewed (Registered)	28 41	INT. CL. 28 PRERECORDED COMPUTER GAME CARTRIDGES, DISCS AND PROGRAMS FOR ENTERTAINMENT USES INT. CL. 41 PROVIDING EDUCATIONAL AND ENTERTAINMENT SERVICES VIA A GLOBAL COMPUTER NETWORK WEB SITE FEATURING STORIES, GAMES, AND DIRECTORIES FOR TOYS AND GAMES, INTENDED FOR ADULTS AND CHILDREN
BARBIE	2151953	21-APR-1998	Renewed (Registered)	35 42	INT. CL. 35 ON-LINE RETAIL STORE SERVICES FEATURING TOYS INT. CL. 42 PROVIDING INFORMATION OVER A GLOBAL COMOPUTER NETWORK FEATURING GAMES, STORIES, DIRECTORIES FOR TOYS AND GAMES, TOY COLLECTIBLES,

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					AND CHAT SESSIONS
BARBIE	2678386	21-JAN-2003	Renewed (Registered)	3 6 9 11 12 14 16 18 20 21 24 25 26 27 28 30	INT. CL. 3 BATH GELS, BODY LOTIONS, HAIR CONDITIONERS, SKIN CREAMS, EYE MAKEUP, EYE PENCILS, MAKEUP, TOOTHPASTES, INT. CL. 6 METAL KEY RINGS INT. CL. 9 EYEGLASS CASES, RADIOS INCORPORATING CLOCKS, DECORATIVE MAGNETS, TELEPHONES, HEADPHONES, BICYCLE HELMETS, MUSICAL,AUDIO AND VIDEO SOUND RECORDINGS FEATURING GAMES AND STORYTELLING; COMPUTER MOUSE PADS, SCREENSAVER PROGRAMS, VIDEO GAME CARTRIDGES, INTERACTIVE VIDEO GAME PROGRAMS, INTERACTIVE MULTIMEDIA COMPUTER GAME PROGRAMS, COMPUTER GAME CARTRIDGES; INT. CL. 11 CEILING FANS INT. CL. 12 BICYCLES, BICYCLE BELLS, TRICYCLES INT. CL. 14 CLOCKS, COSTUME JEWELRY, RINGS BEING JEWELRY, EARRINGS, BRACELETS, NECKLACES AND CHARMS, LOCKETS, WATCHES INT. CL. 16 PHOTOGRAPH ALBUMS, NOTE CARDS, PENCIL CASES, PAPER PARTY BAGS, ADDRESS BOOKS, LOOSE LEAF BINDERS, CALENDARS, POST CARDS, PAPER TABLE CLOTHS, COMPOSITION BOOKS, CONFETTI, CRAYONS, CREPE PAPER, PAPER PARTY DECORATIONS, ERASERS, SERIES OF FICTION BOOKS, GIFT CARDS, GIFT WRAPPING PAPER, MARKERS, PAPER NAPKINS, NOTE PADS, PAPER PARTY HATS, PEN AND PENCIL HOLDERS, PENCIL SHARPENERS, DECORATIVE PENCIL TOPORNAMENTS, PENCILS, PENS, PLAYING CARDS, POSTERS, BOOKS IN THE FIELD OF COLLECTIBLES, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, DRAWING RULERS, RUBBER STAMPS, STAMP PADS, STICKERS, STICKER BOOKS, FOLDERS, LUNCH BAGS,PAPER GIFT BAGS, PRINTED INVITATIONS, PERSONAL JOURNALS, TEMPORARY TATTOOS, WRITING INSTRUMENTS, PAPER BANNERS, MEMO PADS, MAGAZINES FOR TEEN-AGERS AND

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					<p>CHILDREN</p> <p>INT. CL. 18 BACKPACKS, BEACH BAGS, GYM BAGS, OVERNIGHT BAGS, COIN PURSES, DUFFEL BAGS, HANDBAGS, KEY CASES, LUGGAGE, SUITCASES, UMBRELLAS, LIPSTICK HOLDERS; LUGGAGE TRUNKS, WALLET</p> <p>INT. CL. 20 SLEEPING BAGS, PLASTIC CAKE DECORATIONS, PICTURE FRAMES, JEWELRY BOXES NOT OF METAL, PILLOWS, NON-METAL KEY RINGS</p> <p>INT. CL. 21 PLATES, CUPS AND BOWLS MADE OF MELAMINE, WASTE PAPER BASKETS, BOWLS, LUNCH BOXES, PAPER CUPS, DECORATIVE PLATES, PORCELAIN FIGURINES, PAPER PLATES, PLASTIC CUPS, THERMAL INSULATED TOTE BAGS AND CONTAINERS FOR FOOD OR BEVERAGES, TOOTHBRUSHES, CAKE MOLDS, DRINKING GLASSES, MUGS,</p> <p>INT. CL. 24 BATH LINEN, BED LINEN, BED SHEETS, BED SPREADS, BED BLANKETS, PILLOW CASES, WASH CLOTHS, COMFORTERS, CURTAINS, DUST RUFFLES, PILLOW SHAMS, BATH TOWELS, BEACH TOWELS</p> <p>INT. CL. 25 BATHING SUITS, BATHROBES, BEACH COVER-UPS, BELTS, BOOTS, CARDIGANS, COATS, RAIN COATS, GLOVES, NIGHT GOWNS, HATS, HEAD BANDS, HEADWEAR, LEOTARDS, MITTENS, NIGHT SHIRTS, OVERALLS, PAJAMAS, PANTIES, SANDALS, SCARVES, SHIRTS, SLIPPERS, SOCKS, SWEATERS, TANK TOPS, THERMAL UNDERWEAR, TIGHTS, TURTLENECKS, UNDERWEAR, VESTS, CAPS, SKORTS, MITTEN CLIPS, EARMUFFS, SWIMSUITS, SWIMSUIT COVERS, HALLOWEEN COSTUMES AND MASKS; DRESSES, SHORTS, T-SHIRTS, BLOUSES, SKIRTS</p> <p>INT. CL. 26 BARRETTES, HAIR BOWS, ELASTIC RIBBONS, PONYTAIL HOLDERS, SHOE LACES, ORNAMENTAL NOVELTY PINS AND BUTTONS</p> <p>INT. CL. 27 RUGS, PLASTIC WALL COVERINGS</p> <p>INT. CL. 28 ACTION FIGURES AND ACCESSORIES THEREFOR, STUFFED TOY ANIMALS, TOY AIRPLANES, BALLOONS, TOY BAKEWARE AND</p>

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					COOKWARE, SPORT BALLS, TOY BANKS, BATH TOYS, PLAY WANDS, MUSIC BOX TOYS, BUBBLE MAKING WAND AND SOLUTION SETS, CARD GAMES, CHRISTMAS TREE ORNAMENTS, CHILDREN'S PLAY COSMETICS, PARTY FAVORS IN THE NATURE OF CRACKERS OR NOISEMAKERS, PORCELAIN DOLLS, PAPER DOLLS, PARTY FAVORS IN THE NATURE OF SMALL TOYS, ICE SKATES, JIGSAW PUZZLES, JUMP ROPES, MUSICAL TOYS, PLAY SWIMMING POOLS, PLUSH TOYS, RIDE-ON TOYS, MANIPULATIVE PUZZLES, ROLLER SKATES, WATER-SQUIRTING TOYS, YO-YOS, COLLECTIBLE TOY FIGURES, DOLL HOUSES, DRAWING TOYS, IN-LINE SKATES, PLAY TENTS, PLAY HOUSES, RADIO CONTROLLED TOY VEHICLES, TALKING TOYS; SWIM GOGGLES, SWIM VESTS FOR FLOATATION FOR RECREATIONAL USE, DOLLS; PLAYSETS, NAMELY, DOLL FURNITURE, DOLL FURNITURE ACCESSORIES, TOY FOOD MAKING ACCESSORIES, NAMELY, BOWLS, SPOONS, BLENDERS, OVENS, MIXERS AND THE LIKE; DOLL CLOTHES AND DOLL ACCESSORIES; BOARD GAMES; ACCESSORIES FOR DOLL CLOTHES, TOY FURNITURE, SPECIFICALLY BEDS, WARDROBES, VANITIES AND CHESTS; DOLL CASES; TOY VEHICLES; ELECTRONIC HAND-HELD GAMES INT. CL. 30 EDIBLE CAKE DECORATIONS, CANDY, COOKIES, CHOCOLATE CANDY
BARBIE & THE DIAMOND CASTLE	3581254	24-FEB-2009	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING, AND DOLL ACCESSORIES, DOLL PLAY SETS, TOY FIGURES, PLUSH TOYS, TOY VEHICLES, AND ACCESSORIES FOR ALL OF THE FOREGOING; HAND-HELD UNITS FOR PLAYING ELECTRONIC GAMES; CARD GAMES, BOARD GAMES; JIGSAW PUZZLES
BARBIE (Stylized)	2087842	12-AUG-1997	Renewed (Registered)	28	INT. CL. 28 DOLL, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE (Stylized)	3737763	12-JAN-2010	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES,

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					DOLL PLAYSETS, TOY FIGURES, TOY FIGURE PLAYSETS, PLUSH TOYS, TOY VEHICLES, TOY ANIMALS, DOLL HAIR STYLING HEADS, AND ACCESSORIES FOR ALL OF THE FOREGOING; PUZZLES, BOARD GAMES, CARD GAMES
BARBIE (Stylized)	2639971	22-OCT-2002	Renewed (Registered)	25 28	INT. CL. 25 T-SHIRTS INT. CL. 28 DOLLS, DOLL CLOTHING, DOLL ACCESSORIES
BARBIE (Stylized)	2150392	14-APR-1998	Renewed (Registered)	35 42	INT. CL. 35 ONLINE RETAIL STORE SERVICES FEATURING TOYS INT. CL. 42 PROVIDING INFORMATION ABOUT DOLLS AND COLLECTIBLES VIA COMPUTER
BARBIE AND THE ROCKERS	3625913	26-MAY-2009	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE AS THE ISLAND PRINCESS	3568688	27-JAN-2009	Registered	9 28	INT. CL. 9 ELECTRONICS, NAMELY, VIDEO GAME CARTRIDGES AND INTERACTIVE VIDEO GAME PROGRAMS INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING, AND DOLL ACCESSORIES; TOY FIGURES; PLUSH TOYS
BARBIE BASICS	3887194	07-DEC-2010	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE CHANNEL	3890554	14-DEC-2010	Registered	38	INT. CL. 38 CABLE TELEVISION BROADCASTING SERVICES FEATURING PROGRAMMING FOR CHILDREN
BARBIE COLLECTOR	3083593	18-APR-2006	Registered	28 41	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, MOLDED PLASTIC TOY FIGURINES, [WATER GLOBES, ARTIFICIAL CHRISTMAS TREES,] CHRISTMAS TREE ORNAMENTS INT. CL. 41 PROVIDING EDUCATIONAL AND ENTERTAINMENT SERVICES VIA A GLOBAL COMPUTER NETWORK WEB SITE FEATURING [GAMES,] PRODUCT TRIVIA, [ACTIVITIES] AND PRODUCT INFORMATION INTENDED FOR CONSUMERS OF ALL AGES
BARBIE ENTERTAINME NT	4272482	08-JAN-2013	Registered	9 41	INT. CL. 9 PRE-RECORDED MEDIA, NAMELY, DVDS FEATURING ENTERTAINMENT FOR CHILDREN AND TEENS INT. CL. 41 ENTERTAINMENT

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					SERVICES, NAMELY, THE PRODUCTION AND DISTRIBUTION OF MOTION PICTURE FILMS AND TELEVISION PROGRAMS
BARBIE FAIRY SECRET	4151281	29-MAY-2012	Registered	9	INT. CL. 9 VIDEO GAME SOFTWARE AND VIDEO GAME APPLICATION SOFTWARE FOR MOBILE DEVICES AND TABLET COMPUTERS
BARBIE GIRLS	3552794	30-DEC-2008	Registered	9	INT. CL. 9 ELECTRONICS, NAMELY, COMPUTER GAME SOFTWARE, COMPUTER HARDWARE, MP3 PLAYERS
BARBIE GIRLS	3649334	07-JUL-2009	Registered	42	INT. CL. 42 HOSTING AN ONLINE COMMUNITY WEBSITE FEATURING GAMES
BARBIE IN A MERMAID TALE	3761822	16-MAR-2010	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE IN THE PINK SHOES	4306182	19-MAR-2013	Registered	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE LIFE IN THE DREAMHOUSE	4339722	21-MAY-2013	Registered	41	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-GOING WEBISODES FEATURING ANIMATION VIA A GLOBAL COMPUTER NETWORK
BARBIE MARIPOSA & THE FAIRY PRINCESS	4429518	05-NOV-2013	Registered	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE THE DREAMHOUSE EXPERIENCE	4495483	11-MAR-2014	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE.COM	3085551	25-APR-2006	Registered	41	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE GAMES, ONLINE CONTESTS AND ONLINE PRODUCT TRIVIA ABOUT GAMES AND TOYS, INTENDED FOR CONSUMERS OF ALL AGES
MALIBU BARBIE	2897987	26-OCT-2004	Registered	28	INT. CL. 28 TOYS, GAMES, AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
RADIO BARBIE	3154965	10-OCT-2006	Registered	41	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE GAMES
SUPERSTAR BARBIE	3625914	26-MAY-2009	Registered	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
TEAM BARBIE	4403388	17-SEP-2013	Registered	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, TOY

Trademark	Reg. No.	Reg. Date	Status	Class(es)	Goods/Services
					FIGURES AND ACCESSORIES THEREFOR
THE BARBIE LOOK	4325862	23-APR-2013	Registered	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES

Many of these registrations are incontestable, and all are currently subsisting. Copies of the BARBIE® registrations are collectively attached as Exhibit A.

7. In addition, Mattel has also applied for other federal trademark registrations to protect the BARBIE® Marks, as evidenced by the following applications:

Trademark	App. No.	App. Date	Status	Class(es)	Goods/Services
BARBIE	86075289	26-SEP-2013	Pending Intent to Use	32	INT. CL. 32 BEVERAGES, FRUIT JUICES
BARBIE	85103959	10-AUG-2010	Pending Intent to Use	35	INT. CL. 35 COMPUTERIZED ONLINE ORDERING SERVICES IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS; ELECTRONIC COMMERCE SERVICES, NAMELY, PROVIDING INFORMATION ABOUT PRODUCTS VIA TELECOMMUNICATION NETWORKS FOR ADVERTISING AND SALES PURPOSES
BARBIE	85103934	10-AUG-2010	Pending Intent to Use	41	INT. CL. 41 EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE EXHIBITIONS AND DISPLAYS IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS
BARBIE	85103894	10-AUG-2010	Pending Intent to Use	42	INT. CL. 42 COMPUTER SERVICES, NAMELY, CREATING AN ONLINE COMMUNITY FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSIONS, GET FEEDBACK FROM PEERS AND ENGAGE IN SOCIAL NETWORKING
BARBIE	85212683	07-JAN-2011	Published (Pending) Intent to Use	43	INT. CL. 43 RESTAURANT SERVICES, CAFE SERVICES, CATERING SERVICES
BARBIE AND THE NUTCRACKER	85370017	13-JUL-2011	Published (Pending) Intent to Use	28	INT. CL. 28 TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES; DOLL PLAYSETS AND ACCESSORIES THEREFOR

Trademark	App. No.	App. Date	Status	Class(es)	Goods/Services
BARBIE AND THE SECRET DOOR	85947170	31-MAY-2013	Pending Intent to Use	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES; DOLL PLAYSETS AND ACCESSORIES THEREFOR
BARBIE DREAMHOUSE	86226011	19-MAR-2014	Pending Intent to Use	25	INT. CL. 25 CLOTHING, NAMELY, T-SHIRTS
BARBIE IN PRINCESS POWER	86110970	05-NOV-2013	Published (Pending) Intent to Use	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE IN THE PEARL PRINCESS	85800633	12-DEC-2012	Published (Pending)	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
BARBIE LIFE	86134189	03-DEC-2013	Pending Intent to Use	9	INT. CL. 9 COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES AND MOBILE DEVICES, NAMELY, SOFTWARE FOR INFORMATION AND ENTERTAINMENT PURPOSES
BARBIE LIFE IN THE DREAMHOUSE	85550969	23-FEB-2012	Published (Pending) Intent to Use	9	INT. CL. 9 VIDEO AND COMPUTER GAME SOFTWARE; VIDEO GAME SOFTWARE FOR TABLET COMPUTERS AND MOBILE DEVICES IN THE NATURE OF CELLULAR PHONES, SMART PHONES AND PERSONAL DIGITAL ASSISTANTS
BARBIE STYLE	86038665	15-AUG-2013	Published (Pending) Intent to Use	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
ELLA, FRIEND OF BARBIE	85626737	16-MAY-2012	Published (Pending) Intent to Use	28	INT. CL. 28 DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
HOUSE OF DREAMS BY BARBIE	86054026	03-SEP-2013	Published (Pending) Intent to Use	25	INT. CL. 25 LINGERIE AND SLEEPWEAR

Many of these applications have been published, and all are currently subsisting.

Copies of the BARBIE® applications are collectively attached as Exhibit B.

8. Mattel has invested significant resources in advertising and promoting goods and services sold or offered under its BARBIE® Marks, and Mattel has used the marks (and continues to use the marks) in connection with the sale or offering of a large volume of quality goods and services. As such, consumers and others regard Mattel as the origin of goods or services sold or offered under the “BARBIE” name, and

Mattel has built up considerable goodwill in the BARBIE® brand. The BARBIE® Marks acquired distinctiveness, fame, and renown among consumers and the public at large well before Applicant's filing date.

9. Upon information and belief, Applicant has offered fitness services and other related goods and services under the BARRE BEE FIT mark to a variety of customers, many of whom are likely to be familiar with, or actual purchasers or users of, goods or services offered or provided by Mattel under one or more of its BARBIE® Marks.
10. Applicant's mark, pronounced "BARBIE FIT," appropriates Mattel's BARBIE® mark in its entirety.
11. Applicant's marketing and promotional material has intentionally created an association between "BARRE BEE" and Mattel's famous BARBIE® Marks.
12. Mattel's priority dates for almost all of the BARBIE® Marks listed above predate Applicant's filing of the BARRE BEE FIT application.
13. If Applicant is awarded a registration for BARRE BEE FIT, Applicant would be entitled to the presumptions flowing from such registration, all to the injury of Mattel.
14. Applicant's use of BARRE BEE FIT to identify the above-referenced services is thus likely to cause consumers mistakenly to believe that goods and services provided by Applicant under that mark are somehow related to goods or services sold or offered by Mattel under one or more of its BARBIE® Marks, or that some or all of Applicant's goods or services actually originate from, or are somehow sponsored or approved by, Mattel (or vice versa). Such confusion and mistake on

the part of consumers is likely to cause injury to Mattel.

15. Any defect, objection, or fault found with Applicant's goods or services marketed under the confusingly similar BARRE BEE FIT would necessarily reflect upon and injure Mattel's reputation
16. Accordingly, registration for the mark applied for in Serial No. 85971026 should be refused under the provisions of Section 2(d) of the Trademark Act.
17. As a result of Mattel's long, extensive, and continuous use, as well other factors listed in Section 43(c) of the Trademark Act, the BARBIE® mark in has, since long prior to the filing date of Serial No. 85697824, become famous within the meaning of Section 43(c) as identifying Mattel as the source of goods and services provided under or using the "BARBIE" designation.
18. Applicant's use of BARRE BEE FIT would dilute the distinctive quality and harm the reputation of the famous BARBIE® mark, and, thus, is likely to cause dilution as set forth in Section 43(c) of the Trademark Act, both by blurring and by tarnishment, and injure Mattel.
19. Accordingly, registration for the mark applied for under Serial No. 85697824 should be refused under Sections 2 and 43(c) of the Trademark Act.

WHEREFORE, Opposer, Mattel, prays that Serial No. 85697824 be rejected, that no registration be issued to Applicant, and that this opposition be sustained in favor of Mattel. All communications regarding this opposition should be addressed as follows:

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Respectfully submitted,

Mattel, Inc.

Date: August 4, 2014

By: /s/Bobby Ghajar
Bobby Ghajar
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*Counsel for Opposer,
Mattel, Inc.*

CERTIFICATE OF SERVICE VIA MAIL

I, Inga de la Rosa, assistant to Bobby Ghajar, Esq., of Pillsbury Winthrop Shaw Pittman LLP, attorneys for Opposer Mattel, Inc., hereby certify that a true and complete copy of the foregoing NOTICE OF OPPOSITION was served via postage prepaid first class mail on August 4, 2014 on Counsel for Applicant, Frank S. Benjamin of the firm McKenna, Long, & Aldridge LLP, 303 Peachtree Street, Suite 5300, Atlanta, GA 30308.

/s/ Kelly Craven
Kelly Craven

Exhibit

A


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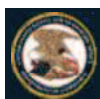
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Typed Drawing

Word Mark **BARBIE**
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: TOILET SOAP, BUBBLE BATH, [BATH BEADS,] MOISTURIZING LOTION, COLOGNE AND HAIR SHAMPOO. FIRST USE: 19750131. FIRST USE IN COMMERCE: 19750131
Mark Drawing Code (1) TYPED DRAWING
Serial Number 73052196
Filing Date May 12, 1975
Current Basis 1A
Original Filing Basis 1A
Registration Number 1041587
Registration Date June 22, 1976
Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 902455012
Assignment Recorded ASSIGNMENT RECORDED
Prior Registrations 0814091;0816601;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR). SECTION 8(10-YR) 20060920.
Renewal 2ND RENEWAL 20060920
Live/Dead Indicator LIVE

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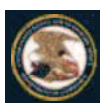
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Word Mark	BARBIE
Goods and Services	IC 003. US 004 044 051. G & S: cosmetics for use by little girls; namely, eyeshadow, lipstick, lip gloss, perfume, cologne, nail polish, blush, emery boards, and cosmetic sponges. FIRST USE: 19920109. FIRST USE IN COMMERCE: 19920109
	IC 021. US 002 013 023 029 030 033 040 050. G & S: powder puffs, and accessories therefor. FIRST USE: 19920109. FIRST USE IN COMMERCE: 19920109
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74151028
Filing Date	March 25, 1991
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 23, 1992
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1775637
Registration Date	June 8, 1993
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard M1-1518 El Segundo CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0728811;0741208;0768331;0768397;0772298;0810106;0813733;0814091;0814995;0816601;0817200;1000125;1041587;1300766;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. PARTIAL SECT 8 (6-YR). SECTION 8(10-YR) 20130626.
Renewal	2ND RENEWAL 20130626
Live/Dead Indicator	LIVE

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Word Mark	BARBIE
Goods and Services	IC 005. US 018 044. G & S: bandages for skin wounds. FIRST USE: 19920101. FIRST USE IN COMMERCE: 19920101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74151036
Filing Date	March 25, 1991
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 3, 1991
Registration Number	1795564
Registration Date	September 28, 1993
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 Continental Boulevard El Segundo CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0772298;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130710.
Renewal	2ND RENEWAL 20130710
Live/Dead Indicator	LIVE

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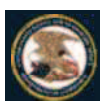
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Word Mark	BARBIE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: MAGNETICALLY ENCODED DEBIT AND CREDIT CARDS. FIRST USE: 20080801. FIRST USE IN COMMERCE: 20080801
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78583146
Filing Date	March 8, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 29, 2005
Registration Number	3518164
Registration Date	October 14, 2008
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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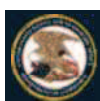
Typed Drawing

Word Mark **BARBIE**
Goods and Services IC 014. US 027. G & S: Time Pieces, Specifically Wrist Watches. FIRST USE: 19630403. FIRST USE IN COMMERCE: 19630417
Mark Drawing Code (1) TYPED DRAWING
Serial Number 72179913
Filing Date October 28, 1963
Current Basis 1A
Original Filing Basis 1A
Registration Number 0772298
Registration Date June 30, 1964
Owner (REGISTRANT) Mattel, Inc. CORPORATION CALIFORNIA 5150 Rosecrans Ave. Hawthorne CALIFORNIA

(LAST LISTED OWNER) Mattel, Inc. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record MICHAEL MOORE
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECTION 8(10-YR) 20140320.
Renewal 3RD RENEWAL 20140320
Live/Dead Indicator LIVE

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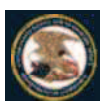
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Word Mark	BARBIE
Goods and Services	IC 014. US 028. G & S: jewelry; namely, earrings, bracelets, necklaces, charms. FIRST USE: 19910101. FIRST USE IN COMMERCE: 19910101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74151237
Filing Date	March 25, 1991
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 17, 1991
Registration Number	1773571
Registration Date	May 25, 1993
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0772298;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130317.
Renewal	2ND RENEWAL 20130317
Live/Dead Indicator	LIVE

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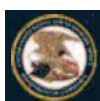
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Word Mark	BARBIE
Goods and Services	IC 016. US 037 038 051. G & S: facial tissues and stickers for fingernails. FIRST USE: 19920109. FIRST USE IN COMMERCE: 19920109
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74151233
Filing Date	March 25, 1991
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 3, 1991
Registration Number	1769285
Registration Date	May 4, 1993
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard M1-1518 El Segundo CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0772298;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130626.
Renewal	2ND RENEWAL 20130626
Live/Dead Indicator	LIVE

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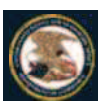
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Word Mark	BARBIE
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: greeting cards. FIRST USE: 19950201. FIRST USE IN COMMERCE: 19950201
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74634653
Filing Date	February 15, 1995
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 17, 1995
Registration Number	1946918
Registration Date	January 9, 1996
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;1897052;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060707.
Renewal	1ST RENEWAL 20060707
Live/Dead Indicator	LIVE

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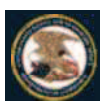
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(LAST LISTED OWNER) Mattel, Inc. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 92455012

Assignment Recorded ASSIGNMENT RECORDED**Attorney of Record** MICHAEL MOORE**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECTION 8(10-YR) 20040621.**Renewal** 2ND RENEWAL 20040621**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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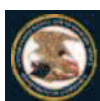
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Word Mark	BARBIE
Goods and Services	IC 018. US 002 003. G & S: purses and cosmetic cases. FIRST USE: 19910401. FIRST USE IN COMMERCE: 19910401
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74150902
Filing Date	March 25, 1991
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	February 18, 1992
Registration Number	1795876
Registration Date	September 28, 1993
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0772298;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130724.
Renewal	2ND RENEWAL 20130724
Live/Dead Indicator	LIVE

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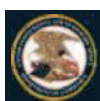
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Word Mark	BARBIE
Goods and Services	IC 020. US 002. G & S: INSULATING CONTAINERS, SPECIFICALLY, VACUUM BOTTLES FOR PRESERVING FOOD AND DRINKS. FIRST USE: 19620200. FIRST USE IN COMMERCE: 19620200
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72210889
Filing Date	January 28, 1965
Current Basis	1A
Original Filing Basis	1A
Registration Number	0813733
Registration Date	August 30, 1966
Owner	(REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA (LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE 333 Continental Blvd. El Segundo CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECTION 8(10-YR) 20061124.
Renewal	2ND RENEWAL 20061124
Live/Dead Indicator	LIVE

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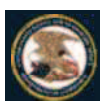
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Word Mark	BARBIE
Goods and Services	IC 020. US 032. G & S: HAND MIRRORS. FIRST USE: 19620601. FIRST USE IN COMMERCE: 19620601
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72211371
Filing Date	February 4, 1965
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 26, 1966
Registration Number	0816601
Registration Date	October 11, 1966
Owner	(REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA
	(LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA 90250
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECTION 8(10-YR) 20061030.
Renewal	2ND RENEWAL 20061030
Live/Dead Indicator	LIVE

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Word Mark **BARBIE**
Goods and Services IC 021. US 040. G & S: VANITY SETS AND DRESSER SETS, COMPRISING MIRRORS, BRUSHES, COMBS, COMPACTS, AND LIPSTICK CASES, FOR USE BY CHILDREN. FIRST USE: 19620601. FIRST USE IN COMMERCE: 19620601
Mark Drawing Code (1) TYPED DRAWING
Serial Number 72211372
Filing Date February 4, 1965
Current Basis 1A
Original Filing Basis 1A
Published for Opposition June 14, 1966
Registration Number 0814091
Registration Date August 30, 1966
Owner (REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA 90250

(LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record MICHAEL MOORE
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECTION 8(10-YR) 20061229.
Renewal 2ND RENEWAL 20061229
Live/Dead Indicator LIVE

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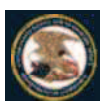
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Word Mark	BARBIE
Goods and Services	IC 021. US 002. G & S: PLASTIC WARE AND TEA SETS, SPECIFICALLY PLATES, SAUCERS, CUPS, POTS, PITCHERS, AND EATING UTENSILS FOR USE BY CHILDREN IN THE CONSUMPTION OF FOOD AND DRINK. FIRST USE: 19610000. FIRST USE IN COMMERCE: 19610000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72211370
Filing Date	February 4, 1965
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 9, 1966
Registration Number	0817200
Registration Date	October 25, 1966
Owner	(REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA 90250 (LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECTION 8(10-YR) 20061103.
Renewal	2ND RENEWAL 20061103
Live/Dead Indicator	LIVE

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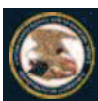
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Typed Drawing

Word Mark **BARBIE**
Goods and Services IC 025. US 039. G & S: HALLOWEEN COSTUMES AND MASKS. FIRST USE: 19720308. FIRST USE IN COMMERCE: 19720308
Mark Drawing Code (1) TYPED DRAWING
Serial Number 73019358
Filing Date April 22, 1974
Current Basis 1A
Original Filing Basis 1A
Registration Number 1000125
Registration Date December 24, 1974
Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 902455012
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record DANIEL SULLIVAN
Prior Registrations 0689055;0814091;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050922.
Renewal 2ND RENEWAL 20050922
Live/Dead Indicator LIVE

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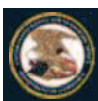
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Word Mark	BARBIE
Goods and Services	IC 025. US 022 039. G & S: jackets, sweatshirts, T-shirts, jeans, skirts. FIRST USE: 19631231. FIRST USE IN COMMERCE: 19631231
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74080723
Filing Date	July 23, 1990
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	March 5, 1991
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1693139
Registration Date	June 9, 1992
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard M1-1518 El Segundo CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	1000125
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121119.
Renewal	2ND RENEWAL 20121119
Live/Dead Indicator	LIVE

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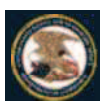
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Typed Drawing

Word Mark **BARBIE**
Goods and Services IC 025. US 022 039. G & S: dresses, shorts, T-shirts, blouses, skirts, pants, leggings, leggings with skirts attached. FIRST USE: 19901001. FIRST USE IN COMMERCE: 19901001
Mark Drawing Code (1) TYPED DRAWING
Serial Number 74081199
Filing Date July 23, 1990
Current Basis 1A
Original Filing Basis 1B
Published for Opposition January 14, 1992
Registration Number 1754535
Registration Date February 23, 1993
Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record MICHAEL MOORE
Prior Registrations 1000125
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130205.
Renewal 2ND RENEWAL 20130205
Live/Dead Indicator LIVE

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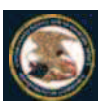
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Word Mark	BARBIE
Goods and Services	IC 025. US 022 039. G & S: shoes. FIRST USE: 19900400. FIRST USE IN COMMERCE: 19900400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75121488
Filing Date	June 11, 1996
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 3, 1996
Registration Number	2040801
Registration Date	February 25, 1997
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHELE MCSHANE
Prior Registrations	1000125;1693139;1754535;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070331.
Renewal	1ST RENEWAL 20070331
Live/Dead Indicator	LIVE

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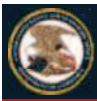
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Word Mark	BARBIE
Goods and Services	IC 028. US 022. G & S: DOLL. FIRST USE: 19580509. FIRST USE IN COMMERCE: 19580509
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72055200
Filing Date	July 2, 1958
Current Basis	1A
Original Filing Basis	1A
Registration Number	0689055
Registration Date	December 1, 1959
Owner	(REGISTRANT) MATTEL, INCORPORATED CORPORATION CALIFORNIA 5432 W. 102ND ST. LOS ANGELES CALIFORNIA (LAST LISTED OWNER) MATTEL INC. CORPORATION BY ASSIGNMENT DELAWARE 333 CONTINENTAL BOULEVARD M1-1518 EL SEGUNDO CALIFORNIA 902455012
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECTION 8(10-YR) 20091021.
Renewal	3RD RENEWAL 20091021
Live/Dead Indicator	LIVE

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Word Mark	BARBIE
Goods and Services	IC 028. US 022. G & S: Equipment Sold as a Unit for Playing a Board Type of Game. FIRST USE: 19600902. FIRST USE IN COMMERCE: 19600902
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72106620
Filing Date	October 18, 1960
Current Basis	1A
Original Filing Basis	1A
Registration Number	0728811
Registration Date	March 20, 1962
Owner	(REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA (LAST LISTED OWNER) Mattel, Inc. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHELE L. MCSHANE
Prior Registrations	0068905
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020510.
Renewal	2ND RENEWAL 20020510
Live/Dead Indicator	LIVE

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Word Mark	BARBIE
Goods and Services	IC 028. US 022. G & S: Accessories for Doll Clothes. FIRST USE: 19600902. FIRST USE IN COMMERCE: 19600902
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72106619
Filing Date	October 18, 1960
Current Basis	1A
Original Filing Basis	1A
Registration Number	0741208
Registration Date	November 27, 1962
Owner	(REGISTRANT) Mattel, Inc. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. Hawthorne CALIFORNIA (LAST LISTED OWNER) MATTEL, INC. CORPORATION BY ASSIGNMENT DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Prior Registrations	0068905
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121126.
Renewal	3RD RENEWAL 20121126
Live/Dead Indicator	LIVE

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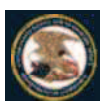
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Word Mark **BARBIE**
Goods and Services IC 028. US 022. G & S: Doll Clothes and Doll Accessories. FIRST USE: 19590417. FIRST USE IN COMMERCE: 19590417
Mark Drawing Code (1) TYPED DRAWING
Serial Number 72166825
Filing Date April 16, 1963
Current Basis 1A
Original Filing Basis 1A
Registration Number 0768397
Registration Date April 21, 1964
Owner (REGISTRANT) Mattel, Inc. CORPORATION CALIFORNIA 5150 Rosecrans Ave. Hawthorne CALIFORNIA

(LAST LISTED OWNER) Mattel, Inc. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record MICHAEL MOORE
Prior Registrations 0068905;0728811;0741208
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECTION 8(10-YR) 20040621.
Renewal 2ND RENEWAL 20040621
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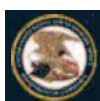
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Word Mark **BARBIE**
Goods and Services IC 028. US 022. G & S: TOY FURNITURE SPECIFICALLY BED, WARDROBE, CHIFFOROB, VANITY, AND CHEST. FIRST USE: 19610401. FIRST USE IN COMMERCE: 19610401
Mark Drawing Code (1) TYPED DRAWING
Serial Number 72210579
Filing Date January 25, 1965
Current Basis 1A
Original Filing Basis 1A
Published for Opposition April 5, 1966
Registration Number 0810106
Registration Date June 21, 1966
Owner (REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA

(LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE MI- 1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded ASSIGNMENT RECORDED
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECTION 8(10-YR) 20061024.
Renewal 2ND RENEWAL 20061024
Live/Dead Indicator LIVE

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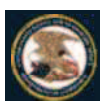
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Word Mark	BARBIE
Goods and Services	IC 028. US 022. G & S: Toy Vehicles. FIRST USE: 19830818. FIRST USE IN COMMERCE: 19830818
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73455560
Filing Date	December 5, 1983
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 7, 1984
Registration Number	1300766
Registration Date	October 16, 1984
Owner	(REGISTRANT) Mattel, Inc. CORPORATION DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050907.
Renewal	1ST RENEWAL 20050907
Live/Dead Indicator	LIVE

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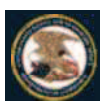
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Word Mark	BARBIE
Goods and Services	IC 028. US 022 023 038 050. G & S: playset; namely, doll furniture, doll furniture accessories, and food making accessories. FIRST USE: 19900625. FIRST USE IN COMMERCE: 19900625
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74071486
Filing Date	June 21, 1990
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	February 26, 1991
Registration Number	1746477
Registration Date	January 12, 1993
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0768397;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121121.
Renewal	2ND RENEWAL 20121121
Live/Dead Indicator	LIVE

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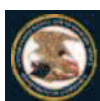
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BARBIE

Word Mark	BARBIE
Goods and Services	IC 028. US 022 023 038 050. G & S: FULL LINE OF DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 19600000. FIRST USE IN COMMERCE: 19600000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78739456
Filing Date	October 24, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 20, 2006
Registration Number	3287023
Registration Date	August 28, 2007
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0817200;2837174;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark	BARBIE
Goods and Services	IC 035. US 100 101 102. G & S: RETAIL STORE DEPARTMENTS FEATURING CONSUMERS PRODUCTS, NAMELY, CLOTHING, SPORTING GOODS, [COMPUTER SOFTWARE, STATIONERY,] KEY RINGS, [LUNCH BOXES, CHRISTMAS ORNAMENTS,] COLLECTIBLES, JEWELRY, [LINENS, TOWELS,] HOUSEWARES, GIFT ITEMS AND A FULL LINE OF TOYS. FIRST USE: 19910000. FIRST USE IN COMMERCE: 19910000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75696390
Filing Date	May 3, 1999
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 12, 2000
Registration Number	2410087
Registration Date	December 5, 2000
Owner	(REGISTRANT) MATTEL , INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR). SECTION 8(10-YR) 20110617.
Renewal	1ST RENEWAL 20110617
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark	BARBIE
Goods and Services	IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, LIVE APPEARANCES BY A COSTUMED CHARACTER. FIRST USE: 19981100. FIRST USE IN COMMERCE: 19981100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75607958
Filing Date	December 18, 1998
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 9, 1999
Registration Number	2588845
Registration Date	July 2, 2002
Owner	(REGISTRANT) MATTEL , INC. CORPORATION DELAWARE M1-1518 333 Continental Boulevard El Segundo CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0728811;0741208;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR). SECTION 8(10-YR) 20121119.
Renewal	1ST RENEWAL 20121119
Live/Dead Indicator	LIVE



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BARBIE

Word Mark**BARBIE****Goods and Services**

IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, PROVIDING COMPUTER GAMES AND VIDEO GAMES THAT CAN BE ACCESSED AND PLAYED OVER INTERACTIVE TELEVISION, BROADBAND, SATELLITE AND CABLE TELEVISION NETWORKS. FIRST USE: 20070300. FIRST USE IN COMMERCE: 20070300

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

77232652

Filing Date

July 18, 2007

Current Basis

1A

Original Filing Basis

1A

Published for Opposition

April 15, 2008

Registration Number

3456901

Registration Date

July 1, 2008

Owner(REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245**Attorney of Record**

MICHAEL MOORE

Prior Registrations

2495195;2677981;3145912;AND OTHERS

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live/Dead Indicator

LIVE

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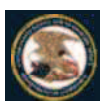
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[Start](#) List At: OR [Jump](#) to record: **Record 193 out of 277**[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing****Word Mark** **BARBIE****Goods and Services** IC 021. US 002 013 023 029 030 033 040 050. G & S: hair brushes, hair combs and nail brushes. FIRST USE: 19620601. FIRST USE IN COMMERCE: 19620601

IC 026. US 037 039 040 042 050. G & S: hair bands and hair ribbons. FIRST USE: 19911126. FIRST USE IN COMMERCE: 19911126

Mark Drawing Code (1) TYPED DRAWING**Serial Number** 75287044**Filing Date** May 6, 1997**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** November 18, 1997**Registration Number** 2203306**Registration Date** November 10, 1998**Owner** (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0689055;0741208;AND OTHERS**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081229.**Renewal** 1ST RENEWAL 20081229**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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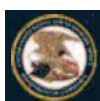
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Typed Drawing

Word Mark	BARBIE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: [electric switch plates, computer mouse pads,] radios, sunglasses; electric night lights, [bicycle lights]. FIRST USE: 19940500. FIRST USE IN COMMERCE: 19940500
	IC 011. US 013 021 023 031 034. G & S: electric night lights, [bicycle lights]. FIRST USE: 20000400. FIRST USE IN COMMERCE: 20000400
	IC 027. US 019 020 037 042 050. G & S: [plastic wall coverings,] vinyl wall coverings, [plastic bath mats] and wall paper. FIRST USE: 19970000. FIRST USE IN COMMERCE: 19970000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75279686
Filing Date	April 23, 1997
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 16, 1997
Registration Number	2469935
Registration Date	July 17, 2001
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120120.
Renewal	1ST RENEWAL 20120120
Live/Dead Indicator	LIVE

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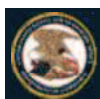
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Typed Drawing

Word Mark	BARBIE
Goods and Services	(CANCELLED) IC 016 026 027. US 037. G & S: [SERIES OF BOOKS-NAMELY, AUTOGRAPH BOOKS, DIARIES, NOTEBOOKS, AND SCRAPBOOKS]. FIRST USE: 19620100. FIRST USE IN COMMERCE: 19620100
	IC 009 016 028. US 038. G & S: SERIES OF BOOKS AND PRINTED ARTICLES-NAMELY, [DICTIONARIES,] STORYBOOKS, COLORING BOOKS, ACTIVITY BOOKS, PAINTING BOOKS, NOVELTY AND TOY BOOKS, [PRINTED CUT-OUTS, PRINTED PUNCH-OUTS] AND PRINTED PUZZLES. FIRST USE: 19620100. FIRST USE IN COMMERCE: 19620100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72209525
Filing Date	January 7, 1965
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 28, 1966
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	0814995
Registration Date	September 13, 1966
Owner	(REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 5150 ROSECRANS AVE. HAWTHORNE CALIFORNIA
	(LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Type of Mark Register	TRADEMARK PRINCIPAL
Affidavit Text	SECT 15. PARTIAL SECTION 8(10-YR) 20061026.
Renewal	1ST RENEWAL 19860913
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark

BARBIE

Goods and Services

(CANCELLED) IC 009. US 021 023 026 036 038. G & S: [Prerecorded computer storytelling software] [; prerecorded audio and video musical, storytelling and/or game recordings in cassette form; screensaver programs; software featuring directories of toys, all for informational, educational and entertainment uses]. FIRST USE: 19610000. FIRST USE IN COMMERCE: 19610000

IC 028. US 022 023 038 050. G & S: [Coin-operated arcade games,] prerecorded computer game cartridges, [cassettes,] [cards,] discs and programs for [informational, educational and] entertainment uses [; electronic hand-held games; computer game joysticks,] [adapters, connectors and controllers for use with prerecorded computer software, audio and video cassettes, CD-ROM, game cartridges,] [game cassettes,] [game cards and game discs, all for informational, educational and entertainment uses]. FIRST USE: 19960900. FIRST USE IN COMMERCE: 19960900

IC 041. US 100 101 107. G & S: Providing educational and entertainment services via a global computer network web site featuring stories, games, and directories for toys and games, intended for adults and children. FIRST USE: 19960900. FIRST USE IN COMMERCE: 19960900

Mark Drawing Code

(1) TYPED DRAWING

Serial Number

74647551

Filing Date

March 16, 1995

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

July 17, 2001

Change In Registration

CHANGE IN REGISTRATION HAS OCCURRED

Registration Number

2495195

Registration Date

October 9, 2001

Owner

(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard M1-1518 El Segundo CALIFORNIA 90245

Attorney of Record

MICHAEL MOORE

Prior Registrations

0768397;AND OTHERS

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20120424.

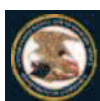
Renewal

1ST RENEWAL 20120424

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Indicator LIVE

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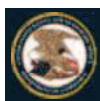
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Word Mark	BARBIE
Goods and Services	IC 035. US 100 101 102. G & S: on-line retail store services featuring toys. FIRST USE: 19961021. FIRST USE IN COMMERCE: 19961021
	IC 042. US 100 101. G & S: providing information over a global comoputer network featuring games, stories, directories for toys and games, toy collectibles, and chat sessions. FIRST USE: 19961021. FIRST USE IN COMMERCE: 19961021
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75196990
Filing Date	November 12, 1996
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 27, 1998
Registration Number	2151953
Registration Date	April 21, 1998
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080716.
Renewal	1ST RENEWAL 20080716
Live/Dead Indicator	LIVE

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Word Mark Goods and Services

BARBIE

IC 003. US 001 004 006 050 051 052. G & S: [TOILET SOAPS, BUBBLE BATHS, BATH BEADS, MOISTURIZING LOTIONS, COLOGNES, HAIR SHAMPOOS; COSMETICS FOR USE BY LITTLE GIRLS, NAMELY, EYE SHADOWS, LIPSTICKS, LIP GLOSSES, PERFUMES, COLOGNES, NAIL POLISHES, BLUSHES, EMERY BOARDS;] BATH GELS, [BABY POWDER,] BODY LOTIONS, HAIR CONDITIONERS, SKIN CREAMS, EYE MAKEUP, EYE PENCILS, [HAND CREAMS,] MAKEUP, [SKIN SOAPS, LIQUID SOAPS FOR HANDS, FACE AND BODY, SUN BLOCKS, EAU DE TOILETTE,] TOOTHPASTES, [COMPACTS CONTAINING MAKEUP, SCENTED BODY SPRAYS, SUN SCREENS, BODY GLITTERS, HAIR GELS]. FIRST USE: 19980600. FIRST USE IN COMMERCE: 19980600

IC 006. US 002 012 013 014 023 025 050. G & S: METAL KEY RINGS [, METAL DECORATIVE BOXES, METAL PIGGY BANKS]. FIRST USE: 19991200. FIRST USE IN COMMERCE: 19991200

(CANCELLED) IC 008. US 023 028 044. G & S: [SHOVELS, TABLEWARE NAMELY, KNIVES, FORKS AND SPOONS, SCISSORS]. FIRST USE: 19950300. FIRST USE IN COMMERCE: 19950300

IC 009. US 021 023 026 036 038. G & S: [CALCULATORS, DISPOSABLE CAMERAS,] EYEGLASS CASES, RADIOS INCORPORATING CLOCKS, DECORATIVE MAGNETS, TELEPHONES, [ELECTRIC OUTLET COVERS,] HEADPHONES, BICYCLE HELMETS, [ELECTRIC SWITCH PLATES, RADIOS, SUNGLASSES, KALEIDOSCOPES;] MUSICAL, AUDIO AND VIDEO SOUND RECORDINGS FEATURING GAMES AND STORYTELLING; [AUDIO AND VIDEO CASSETTES,] [CD-ROMS TAPES AND DISCS ALL FEATURING MUSIC, GAMES AND STORYTELLING;] [COMPUTER MOUSE,] [COMPUTER MOUSE PADS, SCREENSAVER PROGRAMS, [COMPUTER GAME JOYSTICKS,] VIDEO GAME CARTRIDGES, INTERACTIVE VIDEO GAME PROGRAMS, INTERACTIVE MULTIMEDIA COMPUTER GAME PROGRAMS, COMPUTER GAME CARTRIDGES; [PRERECORDED COMPUTER STORYTELLING SOFTWARE, COMPUTER SOFTWARE, COMPUTER PROGRAMS AND CD-ROMS ALL FEATURING ACTIVITIES, EDUCATIONAL INFORMATION, STORIES, GAMES, AND THE LIKE FOR CHILDREN AND YOUNG ADULTS, AND FOR CREATING GRAPHIC DESIGNS FOR CREATING PRINTED MATERIALS SUCH AS GREETINGS CARDS, BANNERS, CALENDARS, AND THE LIKE, AND FOR DESIGNING FASHION CLOTHING FOR DOLLS FOR USE BY NON-PROFESSIONALS, CD-ROMS FEATURING DIRECTORIES OF DOLLS AND TOY RELATED COLLECTIBLES FOR COLLECTORS]. FIRST USE: 20000300. FIRST USE IN COMMERCE: 20000300

IC 011. US 013 021 023 031 034. G & S: [ELECTRIC LIGHTING FIXTURES,] [HAND-HELD ELECTRIC HAIR DRYERS,] [ELECTRIC NIGHT LIGHTS,] [BICYCLE LIGHTS,] CEILING FANS [, LAMP SHADES, LAMPS] [, FLASHLIGHTS, BICYCLE REFLECTORS]. FIRST USE: 19981200. FIRST USE IN COMMERCE: 19981200

IC 012. US 019 021 023 031 035 044. G & S: BICYCLES, BICYCLE BELLS, TRICYCLES [, WHEEL CHAIRS, AUTOMOBILE WINDSHIELD SUNSHADES]. FIRST USE: 19991200. FIRST USE IN COMMERCE: 19991200

IC 014. US 002 027 028 050. G & S: CLOCKS, [ANKLE BRACELETS, BROOCHES,] [EAR CLIPS, TIE CLIPS,] COSTUME JEWELRY, RINGS BEING JEWELRY, [PINS BEING JEWELRY,] EARRINGS, BRACELETS, NECKLACES AND CHARMS, LOCKETS, WATCHES [, JEWELRY MAKING BEAD KITS COMPRISED OF BEADS,] [NEEDLES, CLASPS AND CORDING]. FIRST USE: 20001200. FIRST USE IN COMMERCE: 20001200

IC 016. US 002 005 022 023 029 037 038 050. G & S: PHOTOGRAPH ALBUMS, [CARDBOARD PHOTOGRAPH BOXES,

PAPER BOXES, DRAWER LINER PAPER,] NOTE CARDS, [AGENDA BOOKS; DAILY, DESK TOP AND PERSONAL PLANNERS,] PENCIL CASES, [ARTS AND CRAFTS PAINT KITS,] PAPER PARTY BAGS, [BOOK COVERS, BOOK ENDS, BOOK MARKS,] ADDRESS BOOKS, LOOSE LEAF BINDERS, [STATIONERY BOXES, PAINT BRUSHES,] CALENDARS, POST CARDS, [TRADING CARDS, TRIVIA CARDS, CHALK,] PAPER TABLE CLOTHS, COMPOSITION BOOKS, CONFETTI, [CRAFT PAPER,] CRAYONS, CREPE PAPER, [DECALS,] PAPER PARTY DECORATIONS, [DESK SETS,] ERASERS, SERIES OF FICTION BOOKS, GIFT CARDS, GIFT WRAPPING PAPER, MARKERS, PAPER NAPKINS, NOTE PADS, [PAINTING SETS,] PAPER PARTY HATS, PEN AND PENCIL HOLDERS, PENCIL SHARPENERS, DECORATIVE PENCIL TOP ORNAMENTS, PENCILS, PENS, PLAYING CARDS, POSTERS, BOOKS IN THE FIELD OF COLLECTIBLES, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, DRAWING RULERS, RUBBER STAMPS, STAMP PADS, [STATIONERY,] STICKERS, STICKER BOOKS, FOLDERS, LUNCH BAGS, PAPER GIFT BAGS, [PLASTIC PLACE MATS,] PRINTED INVITATIONS, PERSONAL JOURNALS, [TALKING CHILDREN'S BOOKS,] TEMPORARY TATTOOS, [TRADING CARD MILK BOTTLE CAPS,] WRITING INSTRUMENTS, [BOOKS OF GAMES,] PAPER BANNERS, [COASTERS MADE OF PAPER,] MEMO PADS, [GREETING CARDS, FACIAL TISSUES AND STICKERS FOR FINGERNAILS; AUTOGRAPH BOOKS, DIARIES, NOTEBOOKS, AND SCRAPBOOKS, COLORING BOOKS, ACTIVITY BOOKS,] MAGAZINES FOR TEEN-AGERS AND CHILDREN. FIRST USE: 19930300. FIRST USE IN COMMERCE: 19930300

IC 018. US 001 002 003 022 041. G & S: BACKPACKS, BEACH BAGS, GYM BAGS, OVERNIGHT BAGS, COIN PURSES, DUFFEL BAGS, HANDBAGS, KEY CASES, LUGGAGE, SUITCASES, UMBRELLAS, [FANNY PACKS, WAIST PACKS,] LIPSTICK HOLDERS, [PURSES, COSMETIC CASES SOLD EMPTY,] LUGGAGE TRUNKS, WALLETS [, HAT BOXES] [, TRAIN CASES]. FIRST USE: 20001200. FIRST USE IN COMMERCE: 20001200

IC 020. US 002 013 022 025 032 050. G & S: SLEEPING BAGS, PLASTIC CAKE DECORATIONS, [TOY CHESTS,] [BED FRAMES,] PICTURE FRAMES, [DECORATIVE GLITTER,] JEWELRY BOXES NOT OF METAL, [DECORATIVE MOBILES,] PILLOWS, [DESKS, BEDROOM FURNITURE, SNOW GLOBES,] NON-METAL KEY RINGS [, HAND MIRRORS]. FIRST USE: 20000800. FIRST USE IN COMMERCE: 20000800

IC 021. US 002 013 023 029 030 033 040 050. G & S: PLATES, CUPS AND BOWLS MADE OF MELAMINE, [NON-METAL PIGGY BANKS,] WASTEPAPER BASKETS, BOWLS, LUNCH BOXES, [COSMETIC BRUSHES, SUN CATCHERS, COOKIE CUTTERS,] PAPER CUPS, DECORATIVE PLATES, PORCELAIN FIGURINES, PAPER PLATES, PLASTIC CUPS, [COMMEMORATIVE PLATES,] [VACUUM BOTTLES, VASES,] [WIND CHIMES,] [COOKIE JARS,] THERMAL INSULATED TOTE BAGS AND CONTAINERS FOR FOOD OR BEVERAGES, TOOTHBRUSHES, CAKE MOLDS, [TOOTHBRUSH HOLDERS,] [WATERING CANS,] [BASINS, PAILS, COASTERS NOT OF PAPER AND NOT BEING OF TABLE LINEN, SOAP DISHES, SOAP DISPENSERS,] DRINKING GLASSES, MUGS, [TEA SETS FEATURING PLATES, SAUCERS, CUPS, POTS AND PITCHERS; VANITY SETS AND DRESSES SETS, COMPRISING MIRRORS, BRUSHES, COMBS, EMPTY COMPACTS AND LIPSTICK CASES FOR USE BY CHILDREN, SOLD AS A UNIT; POWDER PUFFS; COSMETIC SPONGES FOR USE IN APPLYING OR REMOVING MAKEUP; HAIR BRUSHES, HAIR COMBS, NAIL BRUSHES, NON-METAL DECORATIVE BOXES, FITTED PICNIC BASKETS]. FIRST USE: 19950600. FIRST USE IN COMMERCE: 19950600

IC 024. US 042 050. G & S: [CLOTH BANNERS, FABRIC BATH MATS,] BATH LINEN, BED LINEN, BED SHEETS, BED SPREADS, BED BLANKETS, [BED CANOPIES,] PILLOW CASES, [CLOTH FLAGS,] WASH CLOTHS, [TABLE CLOTHS NOT OF PAPER,] COMFORTERS, [DUVET COVERS, CRIB BUMPERS, CRIB SHEETS,] CURTAINS, [DRAPERIES,] DUST RUFFLES, PILLOW SHAMS, [TEXTILE AND LINEN PLACE MATS, QUILTS,] BATH TOWELS, BEACH TOWELS, [KITCHEN TOWELS, TEXTILE WALL HANGINGS, SHOWER CURTAINS, SWAGS, FABRIC VALANCES]. FIRST USE: 19980300. FIRST USE IN COMMERCE: 19980300

IC 025. US 022 039. G & S: BATHING SUITS, BATHROBES, BEACH COVER-UPS, BELTS, [BERETS,] BOOTS, CARDIGANS, COATS, RAIN COATS, GLOVES, NIGHT GOWNS, HATS, HEAD BANDS, HEADWEAR, [HOSIERY,] [JUMPERS,] [KNEE HIGHS,] LEOTARDS, MITTENS, [NECKTIES,] NIGHT SHIRTS, OVERALLS, PAJAMAS, PANTIES, [PANTYHOSE,] SANDALS, SCARVES, SHIRTS, SLIPPERS, [SLIPS,] SOCKS, [STOCKINGS,] [SUSPENDERS,] SWEATERS, TANK TOPS, THERMAL UNDERWEAR, TIGHTS, TURTLENECKS, UNDERWEAR, VESTS, CAPS, SKORTS, [BLANKET SLEEPERS,] MITTEN CLIPS, EARMUFFS, SWIMSUITS, SWIMSUIT COVERS, [JACKETS, SWEATSHIRTS, T-SHIRTS, JEANS, SKIRTS,] HALLOWEEN COSTUMES AND MASKS; DRESSES, SHORTS, T-SHIRTS, BLOUSES, SKIRTS, [PANTS, LEGGINGS WITH SKIRT ATTACHED; SHOES]. FIRST USE: 19880600. FIRST USE IN COMMERCE: 19880600

IC 026. US 037 039 040 042 050. G & S: BARRETTES, HAIR BOWS, [BOWS FOR GIFT WRAPPING, TEA COSIES, HOUSEHOLD APPLIANCE COVERS,] ELASTIC RIBBONS, [FABRIC APPLIQUES,] PONYTAIL HOLDERS, SHOE LACES, ORNAMENTAL NOVELTY PINS AND BUTTONS, [HAIR BANDS AND HAIR RIBBONS]. FIRST USE: 20001200. FIRST USE IN COMMERCE: 20001200

IC 027. US 019 020 037 042 050. G & S: RUGS [, DOOR MATS, FLOOR MATS FOR VEHICLES,] PLASTIC WALL COVERINGS [, VINYL WALL COVERINGS, BATH MATS AND WALL PAPER]. FIRST USE: 19980600. FIRST USE IN COMMERCE: 19980600

IC 028. US 022 023 038 050. G & S: ACTION FIGURES AND ACCESSORIES THEREFOR, STUFFED TOY ANIMALS, TOY AIRPLANES, BALLOONS, TOY BAKEWARE AND COOKWARE, SPORT BALLS, TOY BANKS, BATH TOYS, [BEAN BAGS, TOY BUILDING BLOCKS,] PLAY WANDS, MUSIC BOX TOYS, BUBBLE MAKING WAND AND SOLUTION SETS, CARD GAMES, CHRISTMAS TREE ORNAMENTS, [CHRISTMAS TREE SKIRTS,] CHILDREN'S PLAY COSMETICS, PARTY FAVORS IN THE NATURE OF CRACKERS OR NOISEMAKERS, [TOY MOBILES, FLYING DISCS,] PORCELAIN DOLLS, PAPER DOLLS, PARTY FAVORS IN THE NATURE OF SMALL TOYS, ICE SKATES,

JIGSAW PUZZLES, JUMP ROPES,[KITES,] MUSICAL TOYS, PLAY SWIMMING POOLS, PLUSH TOYS, [PUPPETS,] RIDE-ON TOYS, MANIPULATIVE PUZZLES, ROLLER SKATES, WATER-SQUIRTING TOYS, YO-YOS, [FOOTBAGS USED IN A KICKING GAME, ADULT AND CHILDREN PARTY GAMES, CHRISTMAS STOCKINGS,] COLLECTIBLE TOY FIGURES, DOLL HOUSES, DRAWING TOYS, IN-LINE SKATES, PLAY TENTS, PLAY HOUSES, RADIO CONTROLLED TOY VEHICLES, [SAND TOYS, SAND BOX TOYS,] TALKING TOYS; [SLIDE PUZZLES, PADDLE BALL GAMES,] SWIM GOGGLES, SWIM VESTS FOR FLOATATION FOR RECREATIONAL USE, DOLLS; PLAYSETS, NAMELY, DOLL FURNITURE, DOLL FURNITURE ACCESSORIES, TOY FOOD MAKING ACCESSORIES, NAMELY, BOWLS, SPOONS, BLENDERS, OVENS, MIXERS AND THE LIKE; DOLL CLOTHES AND DOLL ACCESSORIES; BOARD GAMES; ACCESSORIES FOR DOLL CLOTHES, TOY FURNITURE, SPECIFICALLY BEDS, WARDROBES, [CHIFFOROBES,] VANITIES AND CHESTS; DOLL CASES; TOY VEHICLES; [OUTDOOR PLAY EQUIPMENT, NAMELY, PLAY SLIDES AND SWINGS, SAND SANDBOXES,] [COIN-OPERATED ARCADE GAMES,] ELECTRONIC HAND-HELD GAMES [, PLASTIC TOY HOOPS, PINWHEELS]. FIRST USE: 19981200. FIRST USE IN COMMERCE: 19981200

IC 030. US 046. G & S: EDIBLE CAKE DECORATIONS, CANDY, [BREAKFAST CEREALS,] [CHEWING GUM,] COOKIES, [MACARONI AND CHEESE, BAKERY GOODS,] CHOCOLATE CANDY. FIRST USE: 19951200. FIRST USE IN COMMERCE: 19951200

Mark Drawing Code (1) TYPED DRAWING

Serial Number 75370436

Filing Date October 8, 1997

Current Basis 1A

Original Filing Basis 1B

Published for Opposition April 13, 1999

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 2678386

Registration Date January 21, 2003

Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard M1-1518 El Segundo CALIFORNIA 902455012

Attorney of Record MICHAEL MOORE

Prior Registrations 0689055;0728811;0741208;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

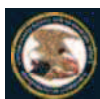
Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR). SECTION 8(10-YR) 20130718.

Renewal 1ST RENEWAL 20130718

Live/Dead Indicator LIVE

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Services**
BARBIE & THE DIAMOND CASTLE

IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING, AND DOLL ACCESSORIES, DOLL PLAY SETS, TOY FIGURES, PLUSH TOYS, TOY VEHICLES, AND ACCESSORIES FOR ALL OF THE FOREGOING; HAND-HELD UNITS FOR PLAYING ELECTRONIC GAMES; CARD GAMES, BOARD GAMES; JIGSAW PUZZLES. FIRST USE: 20080424. FIRST USE IN COMMERCE: 20080424

**Standard
Characters
Claimed**
**Mark Drawing
Code**

(4) STANDARD CHARACTER MARK

**Trademark Search
Facility
Classification
Code**

NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks

Serial Number

77242745

Filing Date

July 31, 2007

Current Basis

1A

**Original Filing
Basis**

1B

**Published for
Opposition**

May 6, 2008

**Registration
Number**

3581254

Registration Date

February 24, 2009

Owner

 (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245

**Attorney of
Record**

MICHAEL MOORE

Prior Registrations

0689055;0817200;2837174;AND OTHERS

Type of Mark

TRADEMARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE



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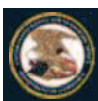
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Word Mark	BARBIE
Goods and Services	IC 028. US 022 023 038 050. G & S: doll, doll clothing and doll accessories. FIRST USE: 19950420. FIRST USE IN COMMERCE: 19950420
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	75179870
Filing Date	October 9, 1996
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 20, 1997
Registration Number	2087842
Registration Date	August 12, 1997
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 90245012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070817.
Renewal	1ST RENEWAL 20070817
Live/Dead Indicator	LIVE

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Word Mark
BARBIE
Goods and Services

IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, DOLL PLAYSETS, TOY FIGURES, TOY FIGURE PLAYSETS, PLUSH TOYS, TOY VEHICLES, TOY ANIMALS, DOLL HAIR STYLING HEADS, AND ACCESSORIES FOR ALL OF THE FOREGOING; PUZZLES, BOARD GAMES, CARD GAMES. FIRST USE: 20091109. FIRST USE IN COMMERCE: 20091109

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Trademark Search
Facility
Classification Code

SHAPES-MISC Miscellaneous shaped designs

Serial Number

77520265

Filing Date

July 11, 2008

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

March 10, 2009

Registration Number

3737763

Registration Date

January 12, 2010

Owner

 (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245

Attorney of Record

MICHAEL MOORE

Prior Registrations

0689055;0817200;2837174

Description of Mark

 Color is not claimed as a feature of the mark. The mark consists of the wording "**Barbie**" in stylized letters.

Type of Mark

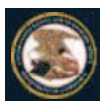
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Register

PRINCIPAL

Live/Dead Indicator

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ASSIGN Status

TTAB Status

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**Word Mark
Goods and
Services**
BARBIE

IC 025. US 022 039. G & S: [after ski boots, anoraks, athletic uniforms, bandannas, jackets, sweatshirts, sweat pants,] T-shirts [, jeans, skirts, Halloween costumes and masks; dresses, shorts, blouses, pants, leggings with skirt attached; shoes, bathing suits, bathrobes, beach cover-ups, belts, berets, boots, cardigans, coats, rain coats, gloves, night gowns, hats, head bands, headwear, hosiery, jumpers, knee highs, leotards, mittens, neckties, night shirts, overalls, pajamas, panties, pantyhose, sandals, scarves, shirts, slippers, slips, socks, stockings, suspenders, sweaters, tank tops, thermal underwear, tights, turtlenecks, underwear, vests, caps, skorts, blanket sleepers, earmuffs, swimsuits, swimsuit cover ups]. FIRST USE: 20020512. FIRST USE IN COMMERCE: 20020512

IC 028. US 022 023 038 050. G & S: dolls, doll clothing, doll accessories [, doll houses and doll furniture, board games, card games, role playing games, children's play cosmetics, swim masks, elbow, wrist and knee pads for athletic use, swim fins, hand held units for playing electronic games, swim goggles, jump ropes, inflatable swimming pools, ride-on toys, ice skates, roller skates, inline skates, yo-yos, flying discs, balloons, plastic balls, beach balls, toys candy dispensers, card games, cases for play accessories, toy vehicles, high bounce balls, kites, costume masks, jigsaw puzzles, remote controlled vehicles, three-dimensional puzzles, toy banks, plush toys, Christmas tree ornaments, water squirting toys, craft kits comprised of beads, toy jewelry making kits, swimming aids, namely, pool rings and arm floats for recreational use, toy snow globes, and toy toiletry sets]. FIRST USE: 20000713. FIRST USE IN COMMERCE: 20000713

**Mark Drawing
Code**

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75516465

Filing Date July 9, 1998

Current Basis 1A

**Original Filing
Basis** 1B

**Published for
Opposition** April 18, 2000

**Registration
Number** 2639971

**Registration
Date** October 22, 2002

Owner (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 Continental Boulevard El Segundo CALIFORNIA 902455012

**Attorney of
Record** MICHAEL MOORE

Prior 0689055;0741208;AND OTHERS

Registrations

Description of Mark Color is not claimed as a feature of the mark. The drawing of the mark is lined for the color pink.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 8 (6-YR). SECTION 8(10-YR) 20130516.

Renewal 1ST RENEWAL 20130516

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Word Mark

BARBIE

Goods and Services

IC 035. US 100 101 102. G & S: online retail store services featuring toys. FIRST USE: 19961021. FIRST USE IN COMMERCE: 19961021

IC 042. US 100 101. G & S: providing information about dolls and collectibles via computer. FIRST USE: 19961021. FIRST USE IN COMMERCE: 19961021

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

75196987

Filing Date

November 12, 1996

Current Basis

1A

Original Filing Basis

1A

Published for Opposition

January 20, 1998

Registration Number

2150392

Registration Date

April 14, 1998

Owner

(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012

Attorney of Record

MICHELE L MCSHANE

Prior Registrations

0689055;0741208;AND OTHERS

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080801.

Renewal

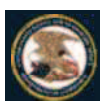
1ST RENEWAL 20080801

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Word Mark **BARBIE AND THE ROCKERS**
Goods and Services IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20081121. FIRST USE IN COMMERCE: 20081121
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77513758
Filing Date July 2, 2008
Current Basis 1A
Original Filing Basis 1B
Published for Opposition March 10, 2009
Registration Number 3625913
Registration Date May 26, 2009
Owner (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Attorney of Record MICHAEL MOORE
Prior Registrations 0689055;0817200;2837174
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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BARBIE AS THE ISLAND PRINCESS

Word Mark**BARBIE AS THE ISLAND PRINCESS****Goods and Services**

IC 009. US 021 023 026 036 038. G & S: ELECTRONICS, NAMELY, VIDEO GAME CARTRIDGES AND INTERACTIVE VIDEO GAME PROGRAMS. FIRST USE: 20081209. FIRST USE IN COMMERCE: 20081209

IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING, AND DOLL ACCESSORIES; TOY FIGURES; PLUSH TOYS. FIRST USE: 20070405. FIRST USE IN COMMERCE: 20070405

Standard Characters Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 78949759**Filing Date** August 10, 2006**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** September 25, 2007**Registration Number** 3568688**Registration Date** January 27, 2009**Owner** (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE MAIL STOP M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0689055;0741208;2588845;AND OTHERS**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#) [PREV LIST](#) [CURR LIST](#) [NEXT LIST](#) [FIRST DOC](#)
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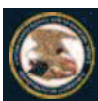
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BARBIE BASICS

Word Mark **BARBIE BASICS****Goods and Services** IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20090929. FIRST USE IN COMMERCE: 20090929**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 77719921**Filing Date** April 22, 2009**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** February 9, 2010**Registration Number** 3887194**Registration Date** December 7, 2010**Owner** (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0689055;2087842;3287023;AND OTHERS**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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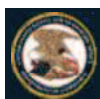
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BARBIE CHANNEL

Word Mark **BARBIE CHANNEL****Goods and Services** IC 038. US 100 101 104. G & S: CABLE TELEVISION BROADCASTING SERVICES FEATURING PROGRAMMING FOR CHILDREN. FIRST USE: 20080930. FIRST USE IN COMMERCE: 20080930**Standard Characters**
Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 77490075**Filing Date** June 3, 2008**Current Basis** 1A**Original Filing Basis** 1B**Published for**
Opposition August 5, 2008**Registration Number** 3890554**Registration Date** December 14, 2010**Owner** (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0741208;0768397;3287023;AND OTHERS**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CHANNEL" APART FROM THE MARK AS SHOWN**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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BARBIE COLLECTOR

Word Mark
Goods and
Services
BARBIE COLLECTOR

IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, MOLDED PLASTIC TOY FIGURINES, [WATER GLOBES, ARTIFICIAL CHRISTMAS TREES,] CHRISTMAS TREE ORNAMENTS. FIRST USE: 20040700. FIRST USE IN COMMERCE: 20040700

IC 041. US 100 101 107. G & S: PROVIDING EDUCATIONAL AND ENTERTAINMENT SERVICES VIA A GLOBAL COMPUTER NETWORK WEB SITE FEATURING [GAMES,] PRODUCT TRIVIA, [ACTIVITIES] AND PRODUCT INFORMATION INTENDED FOR CONSUMERS OF ALL AGES. FIRST USE: 20040517. FIRST USE IN COMMERCE: 20040517

Standard
Characters
Claimed
Mark Drawing
Code

(4) STANDARD CHARACTER MARK

Serial Number

78383441

Filing Date

March 12, 2004

Current Basis

1A

Original Filing
Basis

1B

Published for
Opposition

June 21, 2005

Registration
Number

3083593

Registration
Date

April 18, 2006

Owner

(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 902455012

Attorney of
Record

MICHAEL MOORE

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COLLECTOR" APART FROM THE MARK AS SHOWN

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR).

Live/Dead

Indicator LIVE

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BARBIE ENTERTAINMENT

Word Mark
BARBIE ENTERTAINMENT
Goods and Services

IC 009. US 021 023 026 036 038. G & S: PRE-RECORDED MEDIA, NAMELY, DVDS FEATURING ENTERTAINMENT FOR CHILDREN AND TEENS. FIRST USE: 20111231. FIRST USE IN COMMERCE: 20111231

IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, THE PRODUCTION AND DISTRIBUTION OF MOTION PICTURE FILMS AND TELEVISION PROGRAMS. FIRST USE: 20111231. FIRST USE IN COMMERCE: 20111231

Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77591757

Filing Date October 13, 2008

Current Basis 1A

Original Filing Basis 1B

Published for Opposition August 18, 2009

Registration Number 4272482

Registration Date January 8, 2013

Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245

Attorney of Record MICHAEL MOORE

Prior Registrations 0814995;2495195;2678386;AND OTHERS

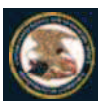
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Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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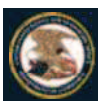
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BARBIE FAIRY SECRET

Word Mark	BARBIE FAIRY SECRET
Goods and Services	IC 009. US 021 023 026 036 038. G & S: VIDEO GAME SOFTWARE AND VIDEO GAME APPLICATION SOFTWARE FOR MOBILE DEVICES AND TABLET COMPUTERS. FIRST USE: 20110504. FIRST USE IN COMMERCE: 20110504
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85259518
Filing Date	March 7, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	August 2, 2011
Registration Number	4151281
Registration Date	May 29, 2012
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0768331;2495195;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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BARBIE GIRLS

Word Mark **BARBIE GIRLS**

Goods and Services IC 009. US 021 023 026 036 038. G & S: ELECTRONICS, NAMELY, COMPUTER GAME SOFTWARE, COMPUTER HARDWARE, MP3 PLAYERS. FIRST USE: 20070911. FIRST USE IN COMMERCE: 20070911

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77322037

Filing Date November 5, 2007

Current Basis 1A

Original Filing Basis 1A

Published for Opposition October 14, 2008

Registration Number 3552794

Registration Date December 30, 2008

Owner (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245

Attorney of Record MICHAEL MOORE

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIRLS" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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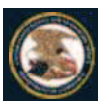
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BARBIE GIRLS

Word Mark	BARBIE GIRLS
Goods and Services	IC 042. US 100 101. G & S: HOSTING AN ONLINE COMMUNITY WEBSITE FEATURING GAMES. FIRST USE: 20070430. FIRST USE IN COMMERCE: 20070430
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77322035
Filing Date	November 5, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 21, 2009
Registration Number	3649334
Registration Date	July 7, 2009
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIRLS" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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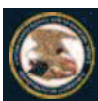
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Word Mark **BARBIE IN A MERMAID TALE**
Goods and Services IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20090902. FIRST USE IN COMMERCE: 20090902
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77653834
Filing Date January 21, 2009
Current Basis 1A
Original Filing Basis 1B
Published for Opposition May 5, 2009
Registration Number 3761822
Registration Date March 16, 2010
Owner (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Attorney of Record MICHAEL MOORE
Prior Registrations 0689055;2087842;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20121205. FIRST USE IN COMMERCE: 20121205

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85466846

Filing Date

November 8, 2011

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

April 17, 2012

Registration Number

4306182

Registration Date

March 19, 2013

Owner

(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record

MICHAEL MOORE

Prior Registrations

0689055;0728811;0741208;AND OTHERS

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PINK SHOES" APART FROM THE MARK AS SHOWN

Type of Mark

TRADEMARK

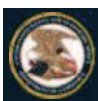
Register

PRINCIPAL

Live/Dead Indicator

LIVE

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DREAMHOUSE

Word Mark

BARBIE LIFE IN THE DREAMHOUSE

Goods and
ServicesIC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-GOING WEBISODES
FEATURING ANIMATION VIA A GLOBAL COMPUTER NETWORK. FIRST USE: 20130211. FIRST USE IN
COMMERCE: 20130211Standard
Characters
Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85550966

Filing Date February 23, 2012

Current Basis 1A

Original Filing
Basis 1BPublished for
Opposition July 17, 2012Registration
Number 4339722

Registration Date May 21, 2013

Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL
SEGUNDO CALIFORNIA 90245

Attorney of Record MICHAEL MOORE

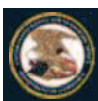
Prior Registrations 0689055;0728811;0741208;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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BARBIE MARIPOSA & THE FAIRY PRINCESS

Word Mark**BARBIE MARIPOSA & THE FAIRY PRINCESS****Translations**

The English translation of "MARIPOSA" in the mark is "BUTTERFLY".

Goods and Services

IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20130820. FIRST USE IN COMMERCE: 20130820

**Standard Characters
Claimed****Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85612322

Filing Date

April 30, 2012

Current Basis

1A

Original Filing Basis

1B

**Published for
Opposition**

January 8, 2013

Registration Number

4429518

Registration Date

November 5, 2013

Owner

(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record

MICHAEL MOORE

Prior Registrations

0689055;0728811;0768397;AND OTHERS

Type of Mark

TRADEMARK

Register

PRINCIPAL

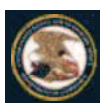
Other Data

The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

Live/Dead Indicator

LIVE

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EXPERIENCE**

Word Mark **BARBIE THE DREAMHOUSE EXPERIENCE**

Goods and Services IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20130506. FIRST USE IN COMMERCE: 20130506

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85649256

Filing Date June 12, 2012

Current Basis 1A

Original Filing Basis 1B

Published for Opposition April 9, 2013

Registration Number 4495483

Registration Date March 11, 2014

Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record MICHAEL MOORE

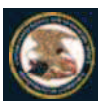
Prior Registrations 0689055;0728811;0741208;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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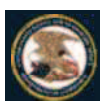
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BARBIE.COM

Word Mark	BARBIE.COM
Goods and Services	IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE GAMES, ONLINE CONTESTS AND ONLINE PRODUCT TRIVIA ABOUT GAMES AND TOYS, INTENDED FOR CONSUMERS OF ALL AGES. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78661986
Filing Date	June 30, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 31, 2006
Registration Number	3085551
Registration Date	April 25, 2006
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	2495195;2588845;2677981;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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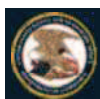
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Word Mark	MALIBU BARBIE
Goods and Services	IC 028. US 022 023 038 050. G & S: TOYS, GAMES, AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20020300. FIRST USE IN COMMERCE: 20020300
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78085770
Filing Date	September 26, 2001
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 29, 2002
Registration Number	2897987
Registration Date	October 26, 2004
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245012
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0728811;2110856;2181437;2495195;2503187;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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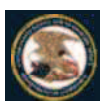
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RADIO BARBIE

Word Mark	RADIO BARBIE
Goods and Services	IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online games [online contests and online product trivia about games and toys, intended for consumers of all ages]. FIRST USE: 20060720. FIRST USE IN COMMERCE: 20060720
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78494262
Filing Date	October 4, 2004
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 27, 2005
Registration Number	3154965
Registration Date	October 10, 2006
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE LAW DEPARTMENT, M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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SUPERSTAR BARBIE

Word Mark SUPERSTAR **BARBIE****Goods and Services** IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20081113. FIRST USE IN COMMERCE: 20081113**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 77513768**Filing Date** July 2, 2008**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** March 10, 2009**Registration Number** 3625914**Registration Date** May 26, 2009**Owner** (REGISTRANT) **MATTEL**, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0689055;0817200;2837174**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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TEAM BARBIE

Word Mark TEAM **BARBIE****Goods and Services** IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, TOY FIGURES AND ACCESSORIES THEREFOR. FIRST USE: 20120509. FIRST USE IN COMMERCE: 20120509**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85852472**Filing Date** February 18, 2013**Current Basis** 1A**Original Filing Basis** 1A**Published for Opposition** July 2, 2013**Registration Number** 4403388**Registration Date** September 17, 2013**Owner** (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0689055;0786331;2495195;AND OTHERS**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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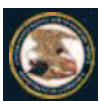
THE BARBIE LOOK

Word Mark	THE BARBIE LOOK
Goods and Services	IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20130211. FIRST USE IN COMMERCE: 20130211
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85635562
Filing Date	May 25, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 17, 2012
Registration Number	4325862
Registration Date	April 23, 2013
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0728811;0741208;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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BARBIE

Word Mark	BARBIE
Goods and Services	IC 032. US 045 046 048. G & S: BEVERAGES, FRUIT JUICES
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86075289
Filing Date	September 26, 2013
Current Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208;0772298;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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BARBIE

Word Mark**BARBIE****Goods and Services**

IC 035, US 100 101 102, G & S: COMPUTERIZED ONLINE ORDERING SERVICES IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS; ELECTRONIC COMMERCE SERVICES, NAMELY, PROVIDING INFORMATION ABOUT PRODUCTS VIA TELECOMMUNICATION NETWORKS FOR ADVERTISING AND SALES PURPOSES

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85103959

Filing Date

August 10, 2010

Current Basis

1B

Original Filing Basis

1B

Owner

(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record

DONALD AIKEN

Prior Registrations

0389055;0741208;2678386;AND OTHERS

Type of Mark

SERVICE MARK

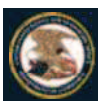
Register

PRINCIPAL

Live/Dead Indicator

LIVE

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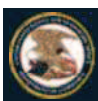
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BARBIE

Word Mark **BARBIE****Goods and Services** IC 041. US 100 101 107. G & S: EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE EXHIBITIONS AND DISPLAYS IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85103934**Filing Date** August 10, 2010**Current Basis** 1B**Original Filing Basis** 1B**Owner** (APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** DONALD AIKEN**Prior Registrations** 0689055;0741208;2678386;AND OTHERS**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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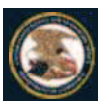
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BARBIE

Word Mark**BARBIE****Goods and Services**

IC 042. US 100 101. G & S: COMPUTER SERVICES, NAMELY, CREATING AN ONLINE COMMUNITY FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSIONS, GET FEEDBACK FROM PEERS AND ENGAGE IN SOCIAL NETWORKING

Standard Characters Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85103894**Filing Date** August 10, 2010**Current Basis** 1B**Original Filing Basis** 1B**Owner** (APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** DONALD AIKEN**Prior Registrations** 0689055;0741208;2678386;AND OTHERS**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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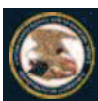
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BARBIE

Word Mark	BARBIE
Goods and Services	IC 043. US 100 101. G & S: RESTAURANT SERVICES, CAFE SERVICES, CATERING SERVICES
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85212683
Filing Date	January 7, 2011
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	April 26, 2011
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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BARBIE AND THE NUTCRACKER

Word Mark **BARBIE AND THE NUTCRACKER**

Goods and Services IC 028. US 022 023 038 050. G & S: TOYS, GAMES AND PLAYTHINGS, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES; DOLL PLAYSETS AND ACCESSORIES THEREFOR

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85370017

Filing Date July 13, 2011

Current Basis 1B

Original Filing Basis 1B

Published for Opposition June 19, 2012

Owner (APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record MICHAEL MOORE

Prior Registrations 0689055;0728811;0741208;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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BARBIE AND THE SECRET DOOR

Word Mark	BARBIE AND THE SECRET DOOR
Goods and Services	IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES; DOLL PLAYSETS AND ACCESSORIES THEREFOR
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85947170
Filing Date	May 31, 2013
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	April 1, 2014
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	3287023;4306182;4325862;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DOOR" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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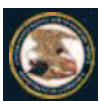
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BARBIE DREAMHOUSE

Word Mark	BARBIE DREAMHOUSE
Goods and Services	IC 025. US 022 039. G & S: CLOTHING, NAMELY, T-SHIRTS
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86226011
Filing Date	March 19, 2014
Current Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	1000125;1693139;4339722;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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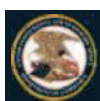
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BARBIE IN PRINCESS POWER

Word Mark	BARBIE IN PRINCESS POWER
Goods and Services	IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86110970
Filing Date	November 5, 2013
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	January 21, 2014
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0741208;0768397;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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BARBIE THE PEARL PRINCESS

Word Mark

BARBIE THE PEARL PRINCESS

Goods and Services

IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES. FIRST USE: 20131203. FIRST USE IN COMMERCE: 20131203

Standard Characters
Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

85800633

Filing Date

December 12, 2012

Current Basis

1A

Original Filing Basis

1B

Published for
Opposition

May 14, 2013

Owner

(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record

MICHAEL MOORE

Prior Registrations

0689055;0728811;0741208;AND OTHERS

Type of Mark

TRADEMARK

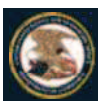
Register

PRINCIPAL

Live/Dead Indicator

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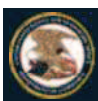
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BARBIE LIFE

Word Mark **BARBIE LIFE****Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES AND MOBILE DEVICES, NAMELY, SOFTWARE FOR INFORMATION AND ENTERTAINMENT PURPOSES**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 86134189**Filing Date** December 3, 2013**Current Basis** 1B**Original Filing Basis** 1B**Owner** (APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245**Attorney of Record** MICHAEL MOORE**Prior Registrations** 2469935;2678386;3518164;AND OTHERS**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#) | [NEXT LIST](#) | [FIRST DOC](#)
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BARBIE LIFE IN THE DREAMHOUSE

Word Mark
Goods and Services**BARBIE LIFE IN THE DREAMHOUSE**

IC 009. US 021 023 026 036 038. G & S: VIDEO AND COMPUTER GAME SOFTWARE; VIDEO GAME SOFTWARE FOR TABLET COMPUTERS AND MOBILE DEVICES IN THE NATURE OF CELLULAR PHONES, SMART PHONES AND PERSONAL DIGITAL ASSISTANTS

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85550969

Filing Date

February 23, 2012

Current Basis

1B

Original Filing Basis

1B

Published for Opposition

July 17, 2012

Owner

(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Attorney of Record

MICHAEL MOORE

Prior Registrations 0689055;0728811;0741208;AND OTHERS**Type of Mark**

TRADEMARK

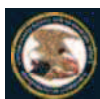
Register

PRINCIPAL

Live/Dead Indicator

LIVE

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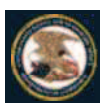
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BARBIE STYLE

Word Mark	BARBIE STYLE
Goods and Services	IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86038665
Filing Date	August 15, 2013
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	January 7, 2014
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0728811;0741208;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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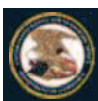
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ELLA, FRIEND OF BARBIE

Word Mark	ELLA, FRIEND OF BARBIE
Goods and Services	IC 028. US 022 023 038 050. G & S: DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85626737
Filing Date	May 16, 2012
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	July 17, 2012
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0689055;0728811;0768397;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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HOUSE OF DREAMS BY BARBIE

Word Mark	HOUSE OF DREAMS BY BARBIE
Goods and Services	IC 025. US 022 039. G & S: LINGERIE AND SLEEPWEAR
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86054026
Filing Date	September 3, 2013
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	January 21, 2014
Owner	(APPLICANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	1000125;1693139;1754535;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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